

Subaru provides Crosstrek as patrol vehicle to Natural Park Foundation - Subaru's "Cherishing Every Life Project" expands to Daisen-Oki National Park -

Tokyo, April 24, 2025 – Subaru Corporation has provided a Subaru Crosstrek SUV as a patrol vehicle to the Natural Parks Foundation^{*2}, Tottori Branch, Daisen Office (located in Daisen Town, Saihaku District, Tottori Prefecture). The Natural Parks Foundation (headquartered in Chiyoda Ward, Tokyo) is a partner of Subaru's "Cherishing Every Life Project," and this initiative aims to support park management activities in Daisen-Oki National Park.



Vehicle handover ceremony
(Daisen National Park Center)



Vehicle provided: Crosstrek

Subaru entered into a partnership with the Natural Parks Foundation in October 2023 and has been supporting activities to protect nature and wildlife by providing vehicles, supporting environmental conservation activities, and organizing nature experience events for Nikko National Park Nasu Heisei-no-mori Forest (located in Nasu Town, Nasu District, Tochigi Prefecture) and Chubu Sangaku National Park Kamikochi (located in Kamikochi, Azumi, Matsumoto City, Nagano Prefecture).

As part of this partnership, Subaru has expanded its activities to the Daisen-Oki National Park, providing a Crosstrek wrapped as a patrol vehicle with Subaru Chushikoku Corporation.^{*3}

The vehicle is used for managing park facilities in the Daisen and Masumizu Highlands, removing invasive plants that have spread into the special protection zones of the national park, raising awareness and conducting patrols to prevent the illegal collection of plants and animals within the park, and collecting discarded litter. Its wrapping features a special design that incorporates the characteristics of the Daisen region, including imagery of Mt. Daisen, the highest peak in the Chugoku region, the Daisen Kyaraboku tree, which has been designated as a Special Natural Monument, and two birds that symbolize the area: the Blue-and-white Flycatcher and the Narcissus Flycatcher.

To achieve the goal of “Delivering Happiness to All,” the Subaru Group is promoting sustainability on a Group-wide, global basis under its Subaru Global Sustainability Policy.

Subaru will continue to pursue sustainable growth as a truly global company, while helping to create a more enjoyable and sustainable society.

- *1: A project undertaken by Subaru and its dealerships to expand the circle of Resonance and Coexistence through contributions to society. In this project, with its DNA as an aircraft manufacturer, Subaru continues to practice a human-oriented approach to manufacturing (Monozukuri), where it places top priority on safety. Based on its longstanding core value of the protection of life, we are expanding our initiatives alongside customers and local communities.
 - Cherishing Every Life Project (Japanese only)
<https://www.subaru.jp/project/hitotsunoinochi/>
- *2: A foundation that manages 15 national parks nationwide as a national park management organization designated by the Ministry of the Environment.
- *3: Subaru dealerships in the Chugoku and Shikoku regions were merged into a single company on April 1, 2025. (Japanese only)
<https://dealer.subaru.jp/chushikoku/>

<Subaru “Cherishing Every Life Project” (Japanese only)>
<https://www.subaru.jp/project/hitotsunoinochi/>

Reference:

- Natural Parks Foundation Official Website

<https://en.npfj.or.jp/>

- Ministry of the Environment: Promoting the Attractiveness of National Parks through Official Partners (Japanese only)

<https://www.env.go.jp/nature/nationalparks/pick-up/official-partner/>

Related News Release:

- Subaru Announces the Start of the “Cherishing Every Life Project ” (October 25, 2023)

https://www.subaru.co.jp/news-en/2023_10_25_155422/

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