

BIOGRAPHY

Yoichi Hori

Chairman and Chief Executive Officer

Yoichi Hori is the Chairman and CEO of Subaru of America, Inc. (SOA). In this role, Hori is responsible for overseeing business operations in the U.S.

Prior to being promoted to this role in 2025, Hori was most recently the General Manager of the CTO Strategy Office for Subaru Corporation (SBR) of Japan, focused on future electrification strategy. He began his career with SBR as an engineer in 1996, working his way through product and portfolio planning and corporate planning in both the U.S. and Japan before becoming an executive with SBR in 2023.

Hori grew up with a passion for automobiles, including experience as a mechanic and racing both in rally and on racetrack formats. He also enjoys the outdoors and traveling in order to gain new experiences. This is his third time living in the United States, including six years in Ann Arbor, MI. Hori loves driving with Subaru Symmetrical All-Wheel Drive on snowy roads during the cold winter months.

Hori graduated from Gunma University with a degree in Mechatronics Engineering.

