

Media Information



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SUBARU OF AMERICA, INC. ANNOUNCES DECEMBER 2016 AS BEST EVER SALES MONTH; SETS EIGHTH CONSECUTIVE YEARLY SALES RECORD

- Subaru sets a new all-time sales record of 615,132 vehicles; up 5.6 percent over 2015
- Record December - monthly sales increase 12.3 percent over December 2015
- 61 consecutive months of yearly month-over-month growth
- Best December ever for Outback, Crosstrek, Forester and Legacy
- Best month ever for Outback and Crosstrek
- 5 consecutive months of more than 15,000 Outbacks sold
- Outback sells over 20,000 units; first Subaru model ever to do so

Cherry Hill, N.J., Jan 4, 2017 - Subaru of America, Inc. today reported record-breaking sales of 615,132 vehicles for the 2016 calendar year; an increase of 5.6 percent over the previous annual record of 582,675 vehicles set in 2015. This is the eighth consecutive year of sales records for Subaru of America and ninth consecutive year of sales increases.

The December sales total of 63,177 vehicles marks the company's best-ever sales month, eclipsing the previous best month of August 2016 (60,418). December also marks the sixth consecutive month of 50,000+ vehicle sales for the company which continues to outpace the industry.

Many of the company's current models contributed to its sales success in 2016. The Forester, Legacy, Outback and Crosstrek sales were notably strong as each carline achieved new annual sales records. The Forester and Outback mid-size CUVs finished the year with sales of 178,593 and 182,898, up 1.9 percent and 20.1 percent, respectively. The small CUV entrant, Crosstrek, added 95,677 sales to the year-end total, while the Legacy sedan achieved 65,306 sales in 2016. The Impreza, all-new for 2017, added 55,238 annual sales. On the performance side, the company's WRX and STI models achieved annual sales of 33,279.

"We are thrilled to close 2016 with our eighth consecutive sales record for Subaru," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We would like to thank all of our retailers for their continued commitment in making these record-breaking sales results possible and we look forward to making 2017 our next record year."

"December represented the best month ever for Subaru of America, topping off the best year in the company's

history, in both sales and market share,” said Jeff Walters, senior vice president of sales. “Subaru is well positioned to continue its success into 2017,” added Walters.

Carline	Dec-16	Dec-15	% Chg	Dec-16	Dec-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	18,015	16,797	7.3%	178,593	175,192	1.9%
Impreza	5,126	6,059	-15.4%	55,238	66,785	-17.3%
WRX/STI	2,938	3,089	-4.9%	33,279	33,734	-1.4%
Legacy	5,960	5,759	3.5%	65,306	60,447	8.0%
Outback	20,695	16,067	28.8%	182,898	152,294	20.1%
BRZ	214	413	-48.2%	4,141	5,296	-21.8%
Crosstrek	10,229	8,090	26.4%	95,677	88,927	7.6%
TOTAL	63,177	56,274	12.3%	615,132	582,675	5.6%

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit media.subaru.com.