

Media Information



Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

STRONG IMPREZA SALES HELPS PROPEL SUBARU TO RECORD APRIL

- Record April - monthly sales increase 4 percent over April 2016
- 65 consecutive months of yearly month-over-month growth
- Best April ever for Outback, Forester and Impreza
- 38 consecutive months of more than 10,000 Outbacks sold
- 45 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., May 2, 2017 - Subaru of America, Inc. today reported 52,368 vehicle sales for April 2017, a 4 percent increase over April 2016, and the best April in the history of the company. The automaker also reported year-to-date sales of 196,618 vehicles, a 7.6 percent gain over the same period in 2016.

April marked the 38th consecutive month of 40,000+ vehicle sales for the company. Outback, Forester and Impreza sales were notably strong as each model achieved its best April ever. Impreza sales for April 2017 increased 66.2 percent over the same month in 2016 and marked the second time that Impreza has topped 8,000 units in a month. "With positive press reaction to the all-new Impreza and upcoming Crosstrek models, we expect even stronger demand as we enter the summer months," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "2017 looks set to be our tenth year of consecutive sales growth, with more new product to come."

"Despite a more competitive market, we're proud of our retailer's ability to increase sales volume and market share," said Jeff Walters, senior vice president of sales. "We are well positioned for continued success with our crossover models, as well as record sales volume from the all-new Impreza."

Earlier in April, Subaru of America once again won in three major categories of the [Kelley Blue Book 2017 Brand Image Awards](#) including Best Overall Brand, Most Trusted Brand and Best Performance Brand. This marks the second consecutive year Subaru has been awarded all three top honors; the second straight year Subaru has won Best Overall Brand and the third consecutive win for Most Trusted Brand and Best Performance Brand. Also in April, the 2017 Impreza made the [Wards 10 Best Interiors](#) list for interior design and styling, as well as for its easy-to-use multimedia system.

Carline	Apr-17 MTD	Apr-16 MTD	% Chg MTD	Apr-17 YTD	Apr-16 YTD	% Chg YTD
Forester	14,761	14,490	1.9%	56,237	52,917	6.3%

Impreza	8,038	4,836	66.2%	26,622	18,843	41.3%
WRX/STI	3,039	3,096	-1.8%	10,729	10,549	1.7%
Legacy	4,399	5,591	-21.3%	17,102	20,069	-14.8%
Outback	14,469	14,294	1.2%	57,041	51,565	10.6%
BRZ	444	466	-4.7%	1,431	1,677	-14.7%
Crosstrek	7,218	7,607	-5.1%	27,456	27,157	1.1%
TOTAL	52,368	50,380	4.0%	196,618	182,777	7.6%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) is a wholly owned subsidiary of [Subaru Corporation](#) 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. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).