

Media Information



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SUBARU OF AMERICA, INC. REPORTS JULY 2017 AS BEST JULY EVER.

Record July - monthly sales increase 7 percent over July 2016

- 68 consecutive months of yearly month-over-month growth
- Best July ever for Impreza and Outback
- 41 consecutive months of more than 10,000 Outbacks sold
- 48 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Aug 1, 2017 - Subaru of America, Inc. today reported 55,703 vehicle sales for July 2017, a 7 percent increase over July 2016, and the best July in the history of the company. The automaker also reported year-to-date sales of 360,513 vehicles, a 8.7 percent gain over the same period in 2016.

July marked the 41st consecutive month of 40,000+ vehicle sales for the company. Impreza and Outback sales were notably strong as each model achieved its best July ever. Forester sales for July 2017 increased 2.9 percent over the same month in 2016. BRZ also enjoyed strong gains over July 2016.

In July, the Impreza was recognized as one of Kelley Blue Book's [10 Most Awarded Cars of 2017](#). So far this year, Kelley Blue Book has named the Impreza Best Resale Value in its Class, one of the 10 Best Sedans Under \$25,000, and one of the 10 Coolest Cars Under \$18,000. Subaru was also recognized as one of Kelley Blue Book's [Most Awarded Brands of 2017](#).

"Given the extremely competitive market situation, we are pleased our sales growth continues to eclipse the previous July sales record set just last year," said Thomas J. Doll, President and Chief Operating Officer, Subaru of America, Inc. "These record July and YTD results could not have been achieved without the sterling effort of our retailers, supported likewise by the dedicated efforts of our colleagues at Subaru of America, our distributor partners, as well as Subaru Corporation."

"With several 2018 models – including the all-new Crosstrek and refreshed Legacy, Outback, WRX and STI – now arriving at retailer show rooms, we expect excellent results over the final five months of the year to set our ninth consecutive sales record," said Jeff Walters, senior vice president of sales, Subaru of America, Inc.

Carline	Jul-17	Jul-16	% Chg	Jul-17	Jul-16	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD

Forester	15,283	14,856	2.9%	103,240	95,111	8.6%
Impreza	7,777	5,200	49.6%	50,803	34,965	45.3%
WRX/STI	2,933	3,288	-10.8%	19,118	19,294	-0.9%
Legacy	3,785	5,212	-27.4%	29,349	35,569	-17.5%
Outback	17,581	14,704	19.6%	103,834	92,090	12.8%
BRZ	372	353	5.4%	2,669	2,760	-3.3%
Crosstrek	7,972	8,480	-6.0%	51,500	51,762	-0.5%
TOTAL	55,703	52,093	6.9%	360,513	331,551	8.7%

About Subaru of America, Inc.

[Subaru of America](#), Inc. (SOA) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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