

Media Information



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SUBARU OF AMERICA, INC. BREAKS SALES RECORD: AUGUST 2017 BEST SALES MONTH EVER

Sales of the all-new 2018 Crosstrek propel Subaru to another record quarter

- August 2017 marks best-ever sales month in company history
- Record August - monthly sales increase 4.6 percent over August 2016
- 69 consecutive months of yearly month-over-month growth
- Best August ever for Crosstrek, Impreza and Outback
- Best month ever for Crosstrek
- 42 consecutive months of more than 10,000 Outbacks sold
- 49 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Sep 1, 2017 - Subaru of America, Inc. today reported 63,215 vehicle sales for August 2017, a 4.6 percent increase over August 2016 and marks the best-ever sales month in company history, breaking the previous record set in December 2016 (63,177). The automaker also reported year-to-date sales of 423,728 vehicles, an 8.1 percent gain over the same period in 2016.

August marked the 42nd consecutive month of 40,000+ vehicle sales for the company. Crosstrek, Impreza and Outback sales were notably strong as each model achieved its best August ever. BRZ also enjoyed strong gains over August 2016. Crosstrek sales for August 2017 increased 45.9 percent over the same month in 2016 and marked the first time that Crosstrek has topped 12,000 units in a month.

"Heartfelt congratulations to our retailers who delivered not only the best August sales month ever, but also the best sales month ever in the history of the Subaru franchise with sales of 63,215 vehicles, exceeding the previous record set in December 2016 of 63,177 vehicles," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "Given the overall auto industry conditions, these sales results point to the continued strength of the Subaru brand."

"It was our 69th consecutive month of yearly, month over month sales increases. Our retailers gave a truly exceptional effort and we are on pace for our 9th consecutive sales record," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "Crosstrek easily had its best month ever and we welcome the all-new 2018 model with the introduction of its [advertising and marketing campaign](#) in September that we know will resonate with customers."

Carline	Aug-17	Aug-16	% Chg	Aug-17	Aug-16	% Chg
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	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15,528	19,658	-21.0%	118,768	114,769	3.5%
Impreza	7,462	5,319	40.3%	58,265	40,284	44.6%
WRX/STI	2,528	3,194	-20.9%	21,646	22,488	-3.7%
Legacy	4,210	5,800	-27.4%	33,559	41,369	-18.9%
Outback	20,327	17,358	17.1%	124,161	109,448	13.4%
BRZ	337	302	11.6%	3,006	3,062	-1.8%
Crosstrek	12,823	8,787	45.9%	64,323	60,549	6.2%
TOTAL	63,215	60,418	4.6%	423,728	391,969	8.1%

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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