



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD MAY SALES

- Best May ever – monthly sales increase 7.2 percent over May 2017
- 78 consecutive months of yearly month-over-month growth
- Best May ever for Crosstrek and Outback
- Best month ever for Crosstrek
- 51 consecutive months of more than 10,000 Outbacks sold
- 58 consecutive months of more than 10,000 Foresters sold

CAMDEN, NJ , Jun 1, 2018 - Subaru of America, Inc. today reported 60,146 vehicle sales for May 2018, a 7.2 percent increase over May 2017, and the best May in the history of the company. The company also reported year-to-date sales of 263,019 vehicles, a 4.1 percent gain over the same period in 2017.

May marked the 51st consecutive month of 40,000+ vehicle sales for the company. Crosstrek and Outback sales were notably strong as each model achieved its best May ever. Crosstrek sales for May 2018 increased 74.4 percent over the same month in 2017 and marked the best month ever for the carline. Outback posted a nearly 10 percent increase, while WRX/STI posted 2.1 percent increase in May.

“For the first time ever our sales for the month of May exceeded 60,000 vehicles and it is a tribute to our retailers who continue to establish monthly sales records despite the extreme competitiveness of the market,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “With positive press and consumer reaction to the all-new 3-row Ascent SUV, we expect even stronger demand as we enter the summer months.”

“Sales of our all-new 2018 Crosstrek were up an impressive 74.4 percent in May and it enjoyed its best month ever, helping Subaru of America achieve its 78th consecutive month of sales gains,” said Jeff Walters, Senior Vice President of Sales. “2019 model year vehicles will start arriving in June and we expect that momentum to continue.”

Carline	May-18	May-17	% Chg	May-18	May-17	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,530	16,280	-10.8%	65,313	72,517	-9.9%
Impreza	7,843	8,546	-8.2%	30,130	35,168	-14.3%
WRX/STI	2,859	2,801	2.1%	12,713	13,530	-6.0%

Legacy	3,461	4,628	-25.2%	18,191	21,730	-16.3%
Outback	16,702	15,193	9.9%	74,907	72,234	3.7%
BRZ	364	437	-16.7%	1,650	1,868	-11.7%
Crosstrek	14,387	8,250	74.4%	60,115	35,706	68.4%
TOTAL	60,146	56,135	7.2%	263,019	252,753	4.1%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).