



Media Information

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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

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

SUBARU OF AMERICA CLOSES OUT THIRD QUARTER WITH RECORD SEPTEMBER

- Record September – monthly sales increase 3.5 percent over September 2017
- 82 consecutive months of yearly month-over-month growth
- Best September ever for Ascent
- 55 consecutive months of more than 10,000 Outbacks sold
- 62 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Oct 2, 2018 - Subaru of America, Inc. today reported 57,044 vehicle sales for September 2018, a 3.5 percent increase over September 2017. The company also reported year-to-date sales of 503,418 vehicles, a 5.1 percent gain over the same period in 2017.

September marked the 55th consecutive month of 40,000+ vehicle sales for the company. Forester sales for September increased 1.4 percent over the same month in 2017. In addition, 5,859 of the all-new 3-row Ascent SUVs were delivered in September.

“Subaru of America is particularly proud of the all-new 2019 Ascent SUV earning the highest possible rating for front crash prevention from [Insurance Institute for Highway Safety \(IIHS\)](#),” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “This is a testament to the safety and technology advantage provided by the EyeSight® Driver Assist Technology. It’s no surprise people are flocking to the new Ascent with its winning combination of size, safety and versatility.”

“The all-new 2019 [Forester](#) is just arriving at our retailers and is better in almost every way,” said Jeff Walters, Senior Vice President of Sales. “Along with the Ascent, Crosstrek, and Outback, these SUVs will carry our record sales pace into the third quarter of this year.”

| Carline | Sep-18 | Sep-17 | % Chg | Sep-18 | Sep-17 | % Chg |
|----------|--------|--------|-------|---------|---------|-------|
| | MTD | MTD | MTD | YTD | YTD | YTD |
| Forester | 13,453 | 13,262 | 1.4% | 121,924 | 132,030 | -7 |
| Impreza | 6,186 | 6,324 | -2.2% | 59,540 | 64,589 | -7 |
| WRX/STI | 2,383 | 2,510 | -5.1% | 21,957 | 24,156 | -9 |
| Ascent | 5,859 | 0 | 0.00% | 16,580 | 0 | 0.0 |

| | | | | | | |
|------------------|---------------|---------------|-------------|----------------|----------------|----------|
| Legacy | 3,608 | 3,902 | -7.5% | 31,080 | 37,461 | -17 |
| Outback | 12,895 | 16,330 | -21.0% | 137,992 | 140,491 | -1 |
| BRZ | 284 | 301 | -5.7% | 2,930 | 3,307 | -11 |
| Crosstrek | 12,376 | 12,491 | -0.9% | 111,415 | 76,814 | 45 |
| TOTAL | 57,044 | 55,120 | 3.5% | 503,418 | 478,848 | 5 |

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 1,000 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 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](#).