



Media Information

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SUBARU OF AMERICA CELEBRATES A DECADE OF YEARLY SALES RECORDS WITH BEST-EVER DECEMBER

- Subaru sets a new all-time sales record of 680,135 vehicles; up 5 percent over 2017
- Best-ever December – monthly sales increase nearly 2 percent
- Best year ever for Crosstrek and Ascent
- 85 consecutive months of yearly, month-over-month growth
- 58 consecutive months of more than 10,000 Outbacks sold
- 65 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Jan 3, 2019 - Subaru of America, Inc. today reported record-breaking sales of 680,135 vehicles for the 2018 calendar year; an increase of 5 percent over the previous annual record of 647,956 vehicles set in 2017. This marks the 10th consecutive year of record sales for Subaru of America and eleventh consecutive year of sales increases.

The December sales total of 64,541 vehicles marks the automaker's best-ever sales month, topping the previous best month of August 2018 (64,088). December also marked the 58th consecutive month of 40,000+ vehicle sales for the company.

In 2018, Crosstrek achieved a new annual sales record, adding 144,384 sales to the year-end total, while Forester achieved 171,613 sales. Outback and Legacy finished the year with sales of 178,854 and 40,109, down 5.3 percent and 19.5 percent respectively. Impreza added 76,400 annual sales. On the performance side, the automaker's WRX and STI models achieved annual sales of 28,730, while BRZ added 3,834 sales. In addition, 36,211 of the all-new 3-row Ascent SUVs were delivered in 2018.

"It is with much pride and excitement that we close 2018 with a decade of record sales and our best month ever in December 2018; marking 85 months of yearly, monthly-over-month sales increases," said Thomas J. Doll, President and CEO of Subaru of America, Inc. "We would like to thank all of our valued retailers, employees, and distributor partners for their continued commitment to our owners, dedication to implementing the [Subaru Love Promise](#) and overall devotion to making Subaru more than just an automotive brand."

"This year, Subaru of America exceeded its goal of selling 680,000 vehicles in 2018 and achieved its highest-ever market share in today's highly competitive automotive industry," said Jeff Walters, Senior Vice President of Sales. "With strong demand for Crosstrek, a full year of the all-new Ascent and Forester, as well as the launch of new products in 2019, we look forward to building off this successful year with continued growth."

Carline	Dec-18 MTD	Dec-17 MTD	% Chg MTD	Dec-18 YTD	Dec-17 YTD	% Chg YTD
Forester	17,642	17,441	1.2%	171,613	177,563	-3
Impreza	5,880	8,037	-26.8%	76,400	86,043	-11
WRX/STI	2,417	2,424	-0.3%	28,730	31,358	-8
Ascent	7,733	0	0.00%	36,211	0	0.0
Legacy	3,374	4,593	-26.5%	40,109	49,837	-19
Outback	15,851	18,248	-13.1%	178,854	188,886	-5
BRZ	349	297	17.5%	3,834	4,131	-7
Crosstrek	11,295	12,302	-8.2%	144,384	110,138	31
TOTAL	64,541	63,342	1.9%	680,135	647,956	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 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru 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](#).