



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST-EVER FEBRUARY SALES

- Best February ever – monthly sales increase 3.9 percent over February 2018
- 87 consecutive months of yearly, month-over-month growth
- Best February ever for Ascent and Forester
- 60 consecutive months of more than 10,000 Outbacks sold
- 67 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Mar 1, 2019 - Subaru of America, Inc. today reported 49,081 vehicle sales for February 2019, a 3.9 percent increase compared to February 2018, and the best February in the history of the company. The automaker also reported year-to-date sales of 95,153, a 3.9 percent gain compared to the same period in 2018.

February marked the 60th consecutive month of 40,000+ vehicle sales for the automaker. Ascent and Forester sales were notably strong as each model achieved its best January ever. In February, Subaru won in two major categories of Kelley Blue Book's [2019 5-Year Cost to Own Awards](#). This year's honors, which recognize brands and new vehicles with the lowest projected ownership costs, were awarded to Subaru for "Best Brand" and the 2019 Crosstrek for "Best Compact SUV/Crossover."

"These continuing record sales results are a testament to the commitment, dedication and passion of our retailers," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "We are proud and humbled by the accolades our brand and vehicles recently received including Consumer Reports' naming Subaru the "Best Overall Brand" in their annual [Brand Report Card](#), as well as our Crosstrek, Forester and Ascent SUVs each ranking first in their respective categories in Consumer Reports' latest car ratings."

"In February, we benefitted from strong sales results for the three-row Subaru Ascent and the all-new Forester which received top marks in the [IIHS' new test](#) of pedestrian crash avoidance systems," said Jeff Walters, Senior Vice President of Sales. "We've been fortunate to generate a lot of excitement throughout our line-up, particularly with our SUVs, and expect that to continue with new additions to our lineup later this year."

Carline	Feb-19	Feb-18	% Chg	Feb-19	Feb-18	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD

Forester	13,133	11,640	12.8%	26,451	22,488	17.6%
Impreza	4,291	5,130	-16.4%	8,474	10,481	-19.2%
WRX/STI	1,987	2,244	-11.5%	3,738	4,163	-10.2%
Ascent	6,160	0	0.0%	11,141	0	0.0%
Legacy	2,683	3,319	-19.2%	5,086	6,607	-23.0%
Outback	12,328	14,021	-12.1%	23,269	27,300	-14.8%
BRZ	242	270	-10.4%	501	505	-0.8%
Crosstrek	8,257	10,625	-22.3%	16,493	20,062	-17.8%
TOTAL	49,081	47,249	3.9%	95,153	91,606	3.9%

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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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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