



Media Information

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

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

SUBARU REPORTS 45 PERCENT INCREASE IN SALES AND BEST EVER MONTH IN COMPANY HISTORY

- August sales of 41,061 marks best-ever sales month for Subaru
- Subaru also reported best-ever month for Forester and best-ever August for Impreza, and BRZ models

Cherry Hill, N.J., Sep 3, 2013 - Subaru of America, Inc. today reported the best sales month in company history: 41,061 vehicle sales for the month of August, a 45 percent increase over August 2012. Year-to-date sales for Subaru total 281,652 – 29.3 percent higher than the same period in 2012. The company is on track to achieve its fifth-consecutive year of sales increases.

With 13,163 vehicles sold, August was the best-ever sales month for the Forester model. Sales for Impreza and BRZ reached 6,784 and 868 respectively, representing record-high August sales for both vehicle lines.

“These sales milestones are the result of hard work, dedication and unwavering commitment to serving our customers and working cooperatively with our retail organization,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc.

Carline	Aug-13 MTD	Aug-12 MTD	% Chg MTD	Aug-13 YTD	Aug-12 YTD	% Chg YTD
Forester	13163	6956	89.2%	73752	50505	46.0%
Impreza	6784	4719	43.8%	41951	49130	-14.6%
Impreza WRX	1235	681	81.4%	12259	8450	45.1%
Legacy	3954	3872	2.1%	30504	31465	-3.1%
Outback	10163	11285	-9.9%	81930	74621	9.8%
Tribeca	137	157	-12.7%	1131	1399	-19.2%
BRZ	868	623	39.3%	5642	2210	155.3%
XV Crosstrek	4757	n/a	n/a	34483	n/a	n/a
TOTAL	41061	28293	45.1%	281652	217780	29.3%

“August was our best-ever with demand strong across all models. Significant to our success this year is more than half our sales are to people new to Subaru,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc.

“More and more people are recognizing our core brand attributes of longevity, safety, versatility and adventure.”

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. 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 600 dealers 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. For additional information visit media.subaru.com.