



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST DECEMBER EVER AND ALL-TIME RECORD SALES FOR 2013

- New sales record of 424,683 exceeds 2012 record by 26%
- Fifth consecutive all-time best sales year
- December 2013 sales up 9.6% over December 2012
- Forester and XV Crosstrek sales up 62% and 626.6% respectively for the year

Cherry Hill, N.J., Jan 2, 2014 - Subaru of America, Inc. has reported record sales of 424,683 vehicles for the 2013 calendar year. This is an increase of 26.2% over the previous record of 336,441 vehicles, which was set in 2012. This fifth consecutive record also represents the largest ever single-year increase in volume for the brand.

The company also reported sales for December 2013 of 40,172 vehicles, marking the best December ever for the company, and an increase of 9.6% over December 2012.

The Forester, all-new for 2013, and the newly-introduced XV Crosstrek model lines both significantly contributed to the company's strong sales in 2013 and delivered all-time best results. The Forester and Outback model lines both achieved over 100,000 sales for the first time in the company's history.

Over 60% of Subaru customers in 2013 were new to the brand and were attracted by the brand's reputation for all-wheel drive, fuel economy, safety, reliability and cost of ownership.

"We are delighted to have once again shown very strong results" said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "2013 represents our fifth consecutive year of record-breaking sales. With more new product to come, our retailers can look forward to even higher sales in 2014."

Carline	Dec-13 MTD	Dec-12 MTD	% Chg MTD	2013 Full Year	2012 Full Year	% Chg
Forester	13,229	8,764	51%	123,592	76,347	61.9%
Impreza	4,949	5,863	-15.6%	58,856	68,175	-13.7%
Impreza WRX	1,680	1,642	2.3%	17,969	13,624	31.9%
Legacy	2,939	4,217	-30.3%	42,291	47,127	-10.3%
Outback	11,002	12,072	-8.9%	118,049	117,553	0.4%
Tribeca	143	189	-24.3%	1,598	2,075	-23%

BRZ	705	497	41.9%	8,587	4,144	107.22%
XV Crosstrek	5,525	3,409	62.1%	53,741	7,396	626.6%
TOTAL	40,172	36,653	9.6%	424,683	336,441	26.2%

“This is a national story for Subaru, with every Subaru region, zone, and independent distributor setting an all-time sales record for the second year in a row” said Bill Cyphers, senior vice president of sales “Furthermore, our Sunbelt sales grew by 45% for the year. We thank all of our retailers for their continuing dedication and commitment in making these record-breaking sales possible”, added Cyphers.

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.