



Media Information

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SUBARU SETS JANUARY SALES RECORD

- Automaker carries sales momentum into new year
- Forester sets January record - up 64%
- XV Crosstrek sets January record - up 74%

Cherry Hill, N.J., Feb 2, 2014 - Subaru of America, Inc. has announced record January sales as it looks to continue its strong sales performance into 2014. The company, which has set sales records for the past five consecutive years, announced its best ever January sales of 33,000 vehicles, a 19% increase over January 2013.

Increased availability of the strong selling Forester and Crosstrek models helped sales as both models continued their strong performances. Subaru expects this sales momentum to continue throughout the year, with the recently announced all-new 2015 Legacy mid-size sedan set to debut at the Chicago auto show this month and more new models due to launch later in 2014.

Thomas J. Doll, president and COO of Subaru of America said; "It's great to start the year off in such positive fashion. Attending the National Automotive Dealer Association meeting last month, we could see that our retailers are in a buoyant and positive mood. We have a lot to look forward to in 2014."

William H. Cyphers, senior vice president of sales said; "Our crossover models are the mainstay of our growth but we expect our sedan models to follow that trend in 2014 with the launch of the all-new Legacy which will take that model into new territory."

Carline			% Chg
	MTD	MTD	MTD
Forester	10771	6565	64.00%
Impreza	4252	4590	-7.40%
Impreza WRX	1533	1306	17.40%
Legacy	2735	3184	-14.00%
Outback	8230	8632	-4.70%
Tribeca	86	159	-45.00%
BRZ	592	463	27.90%
XV Crosstrek	4801	2764	73.70%
TOTAL	33,000	27,663	19.30%

***memo - XV Crosstrek Hybrid recorded sales of 470, counted in XV Crosstrek total sales.**

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.