

# Media Information



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## SUBARU REVISES 2014 SALES FORECAST TO 500,000 VEHICLES

- Brand predicted to exceed half a million U.S. sales for the first time by year end.
- 2014 sales expected to beat 2013 prior record year by more than 17 percent
- Sales driven by strong performance across all model lines

Cherry Hill, N.J., Sep 9, 2014 - Subaru of America, Inc. today revised its 2014 full-year sales forecast from 460,000 to 500,000 vehicles with sales expected to exceed the previous best selling year of 2013 by more than 17 percent.

Subaru of America set its fifth consecutive sales record in 2013, as sales jumped to 424,683 vehicles, 26 percent more than the record sales of 2012. The impressive results were supported by the launch of the acclaimed 2014 Forester and a new-segment entry; XV Crosstrek, a small crossover. This impressive sales pace has continued in 2014 with the introduction of the 2015 Outback crossover and Legacy sedan, causing Subaru to revise upward its 2014 sales forecast, beyond its initial record-setting target.

Subaru of America has now seen 33 consecutive months of year-over-year growth and over the past five years has successfully moved its AWD products from being niche entries in their segments to providing widespread appeal.

"Our strong market performance has caused us to increase our year-end sales forecast beyond the notable 500,000 sales mark," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "The market is telling us that we are delivering products that consumers want at the right prices. When this compelling product is then reinforced by strong retailer representation and backed by a brand that consumers identify with, we can be positive on our future results."

### 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 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. For additional information visit [media.subaru.com](http://media.subaru.com).