



Media Information

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SUBARU SEPTEMBER 2014 SALES, BEST SEPTEMBER EVER

- Sales up 31 percent year-over-year
- Best Legacy sedan month ever
- Best Outback, Forester and XV Crosstrek September ever
- Seventh consecutive month that Subaru brand sales exceed 40,000 sales
- 34th consecutive month of year-over-year growth

Cherry Hill, N.J., Sep 30, 2014 - Subaru of America, Inc. today reported a 31 percent sales increase for September 2014, resulting in a September sales record. The company sold 41,517 units in September 2014 versus 31,755 units sold in September 2013.

Year-to-date sales increased 20 percent with 375,485 units sold versus 313,407 units sold over the same period last year. The company has now seen 34 consecutive months of year-over-year growth and is well on its way to its sixth successive annual sales record.

Increased availability of the all-new 2015 Legacy helped the model set a new monthly sales record of 6,198 units. Sales of the Forester, Outback and XV Crosstrek were notably strong as each model line achieved its best September ever.

"Our products continue to attract both loyal Subaru owners and a larger than ever group of conquest customers due to the strength of our product line-up and the commitment of our retailers to an outstanding purchase and ownership experience," said Thomas J. Doll, president and chief operating officer, for Subaru of America.

"The launch of both the all-new Legacy and the Outback is helping to fuel record sales," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We look forward to the remainder of the year as the new 2015 Impreza will soon join the strongest product line-up in the history of the brand."

Carline	Sep-14 MTD	Sep-13 MTD	% Chg MTD	Sep-14 YTD	Sep-13 YTD	% Chg YTD
Forester	12,584	10,620	18.49%	117,940	84,372	39.79%
Impreza	4,040	4,622	-12.59%	46,445	46,573	-0.27%
WRX/STI	1,170	1,167	0.26%	17,884	13,426	33.20%
Legacy	6,198	2,847	117.70%	34,718	33,351	4.10%
Outback	11,315	8,143	38.95%	97,266	90,073	7.99%
BRZ	506	704	-28.13%	6,245	6,346	-1.59%

XV Crosstrek	5,691	3,536	60.94%	54,303	38,019	42.83%
TOTAL*	41,517	31,755	30.74%	375,485	313407	19.81%

* Includes 13 Tribeca sales for the month and 684 YTD.

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.