



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

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OCTOBER 2014 SALES, BEST OCTOBER EVER

- Sales up 25 percent year-over-year
- Best Legacy sedan month ever
- Best Outback, Forester, WRX/STI and XV Crosstrek September ever
- Seventh consecutive month that Subaru brand sales exceed 40,000 sales
- 35th consecutive month of year-over-year growth

Cherry Hill, N.J., Nov 2, 2014 - Subaru of America, Inc. (SOA) today reported a 25 percent sales increase for October 2014, resulting in an October sales record. The company sold 43,012 vehicles in October 2014 versus 34,483 in October 2013.

Year-to-date sales increased 20 percent with 418,497 vehicles sold versus 347,890 over the same period last year. The company has now seen 35 consecutive months of year-over-year growth and is well on its way to its sixth successive annual sales record. SOA expects to surpass its 2013 annual sales record of 424,683 vehicles in the coming weeks.

The all-new 2015 Legacy set a new monthly sales record of 6,362 vehicles. Sales of the Forester, Outback, WRX/STI and XV Crosstrek were notably strong as each model line achieved its best October ever.

"We have consistently been achieving sales records over the past six years," said Thomas J. Doll, president and chief operating officer, for Subaru of America, Inc. "We would not have been able to achieve our current level of success without the hard work and dedication of our retailers, employees and independent distributors."

"Our sedans and crossovers are generating more and more interest from new buyers by delivering a unique combination of safety, utility, performance and value," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We are particularly pleased with the positive customer reaction to the all-new Legacy which has had its third consecutive best sales month ever."

Carline	Oct-14 MTD	Oct-13 MTD	% Chg MTD	Oct-14 YTD	Oct-13 YTD	% Chg YTD
Forester	12,971	12,581	3.10%	130,911	96,953	35.03%
Impreza	3,154	3,567	-11.58%	49,599	50,140	-1.08%
WRX/STI	2,085	1,356	53.76%	19,969	14,782	35.09%
Legacy	6,362	3,090	105.89%	41,080	36,441	12.73%
Outback	12,624	8,122	55.43%	109,890	98,195	11.91%

BRZ	435	780	-44.23%	6,680	7,126	-6.26%
XV Crosstrek	5,372	4,886	9.95%	59,675	42,905	39.09%
TOTAL*	43,012	34,483	24.73%	418,497	347,890	20.30%

* Includes 9 Tribeca sales for the month and 693 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.