



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 OF AMERICA, INC. ANNOUNCES BEST MONTH EVER SALES RESULTS

- Monthly sales increase 10.5 percent over July 2014
- 44th consecutive month of year-over-year growth
- Best July ever for XV Crosstrek, WRX/STI, Forester and Impreza
- Best month ever for WRX/STI and XV Crosstrek
- 13.8 percent increase YTD over 2014
- 24th consecutive month of more than 10,000 Foresters sold
- 17th consecutive month of more than 10,000 Outbacks sold

Cherry Hill, N.J., Aug 2, 2015 - Subaru of America, Inc. today reported 50,517 vehicle sales for July 2015, a 10.5 percent increase over July 2014 sales of 45,714. July marks the best-ever sales month in company history, breaking the previous record set in August 2014 (50,246). The company also reported year-to-date sales of 322,935 vehicles, a 13.8 percent gain over the same period in 2014.

July marked the 17th consecutive month of 40,000+ vehicle sales for the company which continues to outpace the industry. XV Crosstrek, WRX/STI, Forester and Impreza sales were notably strong as each model line achieved its best July ever. The Forester posted a 9 percent increase, the Impreza a 22 percent increase, while the WRX/STI posted a record sales month and the most gains with an 85 percent sales increase. The XV Crosstrek continued to bring in strong sales with an increase of 30 percent, which also represented a monthly record.

"We are delighted to have achieved a new monthly sales record," said Thomas J. Doll, president and chief operating officer, 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."

"We have seen record numbers of consumers considering the Subaru brand. Consumers are not just shopping a single model – there has been strong demand for Outback, Forester, XV Crosstrek, Legacy, Impreza, as well as our performance models WRX and STI," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "Almost 60 percent of our sales this year have been to customers new to the brand and we continue to work closely with our parent company to maximize production to meet the demand," added Walters.

Carline	Jul-15 MTD	Jul-14 MTD	% Chg MTD	Jul-15 YTD	Jul-14 YTD	% Chg YTD
Forester	15,811	14,524	8.9%	96,639	88,924	8.7%

Impreza	6,527	5,368	21.6%	37,833	36,467	3.8%
WRX/STI	3,716	2,005	85.3%	18,751	15,240	23.0%
Legacy	4,500	4,679	-3.8%	33,673	22,533	49.4%
Outback	10,863	11,768	-7.7%	82,180	74,523	10.3%
BRZ	525	724	-27.5%	3,334	5,019	-33.576
XV Crosstrek	8,575	6,603	29.9%	50,525	40,368	25.2%
TOTAL	50,517	45,714	10.5%	322,935	283,722	13.8%

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 620 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.