



# Media Information

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## SUBARU OF AMERICA, INC. REPORTS RECORD OCTOBER SALES

- Monthly sales increase 20 percent over October 2014
- 47th consecutive month of year-over-year growth
- Best October ever for Crosstrek, Forester, Impreza, Outback and WRX/STI
- 14.8 percent increase YTD over 2014
- 27th consecutive month of more than 10,000 Foresters sold
- 20th consecutive month of more than 10,000 Outbacks sold

Cherry Hill, N.J., Nov 3, 2015 - Subaru of America, Inc. today reported record sales for October 2015 totaling 51,629 vehicles, a 20 percent increase over the previous October record set in 2014 (43,012). The company also reported year-to-date sales of 480,331 vehicles, a 14.8 percent gain over the same period in 2014.

October marks the fourth consecutive month of more than 50,000 vehicle sales for the company. Crosstrek, Forester, Impreza, Outback and WRX/STI sales were notably strong as each carline achieved its best October ever. The Impreza posted a 69.3 percent increase, while the WRX/STI posted a 44.5 percent sales increase in October. The Crosstrek continued to bring in strong sales with an increase of 36.1 percent, while Forester and Outback sales increased 17 and 16.7 percent respectively in October.

"These continuing record breaking results are a testament to the commitment, dedication and passion of our retailers who are capitalizing on our market opportunity," said Thomas J. Doll, President and COO, Subaru of America, Inc.

"Given our strong sales momentum, we expect to surpass our 2014 annual sales record of 513,693 vehicles before the end of November."

"We are very pleased with the strong retail traffic and demand for our vehicles," said Jeff Walters, senior vice president of sales. "We expect even greater momentum throughout the remainder of the year."

Carline	Oct-15	Oct-14	% Chg	Oct-15	Oct-14	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15,172	12,971	17.0%	144,740	130,911	10.6%
Impreza	5,340	3,154	69.3%	55,802	49,599	12.5%
WRX/STI	3,013	2,085	44.5%	28,164	19,969	41.0%
Legacy	5,688	6,362	-10.6%	49,919	41,080	21.5%
Outback	14,729	12,624	16.7%	123,148	109,890	12.1%

<b>BRZ</b>	<b>374</b>	435	-14.0%	<b>4,507</b>	6,680	-32.5%
<b>Crosstrek</b>	<b>7,313</b>	5,372	36.1%	<b>74,051</b>	59,675	24.1%
<b>TOTAL</b>	<b>51,629</b>	<b>43,012</b>	<b>20.0%</b>	<b>480,331</b>	<b>418,497</b>	<b>14.8%</b>

Subaru of America recently announced the return of its annual Share the Love event for 2015. Entering the program's eighth year, Subaru will donate up to \$15 million to its Share the Love charitable partners, which would mean a total of \$65 million donated throughout the life of the program. From November 19, 2015 to January 2, 2016, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following national charities: ASPCA®, Make-A-Wish, Meals On Wheels America® and National Park Foundation, or a hometown charity selected by participating Subaru retailers.

#### **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](http://media.subaru.com).