

# Media Information



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

- Record May - monthly sales increase one percent over May 2015
- 54 consecutive months of month-over-month growth
- Best May ever for Crosstrek
- 27 consecutive months of more than 10,000 Outbacks sold
- 34 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Jun 1, 2016 - Subaru of America, Inc. today reported record sales for May 2016 totaling 50,083 vehicles, a 1.1 percent gain over May 2015. The company also reported year-to-date sales of 232,860 vehicles, a 2.1 percent gain over the same period in 2015.

May marked the 27th consecutive month of 40,000+ vehicle sales for the company, while May 31<sup>st</sup> marked the best-ever reporting day with 10,530 vehicles sold. Crosstrek sales were notably strong as the crossover achieved its best May ever.

"Our retailers are laser focused on delivering the "Love Promise Ownership Experience" to our customers, which combined with strong demand and the best product offerings in our franchise's history, are resulting in continued record breaking sales," said Thomas J. Doll, President and COO, Subaru of America, Inc. "It's looking like it will be another record setting year for Subaru in the U.S."

"Our retailers turned in one of their best performances of the year and led us to our 54th consecutive month of sales increases versus prior year," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "With strong demand for Subaru vehicles and production capacity increasing in Indiana later this year, we have an excellent foundation for continued success."

Carline	May-16	May-15	% Chg	May-16	May-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15,309	15,157	1.0%	68,226	66,770	2.2%
Impreza	5,928	5,643	5.1%	24,771	26,240	-5.6%
WRX/STI	2,327	2,895	-19.6%	12,876	12,869	0.1%
Legacy	5,265	5,000	5.3%	25,334	24,647	2.8%
Outback	12,404	12,384	0.2%	63,969	60,405	5.9%

<b>BRZ</b>	<b>383</b>	606	-36.8%	<b>2,060</b>	2,259	-8.8%
<b>Crosstrek</b>	<b>8,467</b>	7,876	7.5%	<b>35,624</b>	34,893	2.1%
<b>TOTAL</b>	<b>50,083</b>	<b>49,561</b>	<b>1.1%</b>	<b>232,860</b>	<b>228,083</b>	<b>2.1%</b>

#### **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).