



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD JULY SALES

- Record July - monthly sales increase 3.1 percent over July 2015
- 56 consecutive months of month-over-month growth
- Best July ever for Legacy and Outback
- 29 consecutive months of more than 10,000 Outbacks sold
- 36 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Aug 2, 2016 - Subaru of America, Inc. today reported record July 2016 sales of 52,093 vehicles, a 3.1 percent gain over the same month a year ago. The company also reported year-to-date sales of 331,551 vehicles, a 2.7 percent gain over the same period in 2015.

July marked the 29th consecutive month of 40,000+ vehicle sales for the company. Legacy and Outback sales were notably strong as each carline achieved its best July ever.

“Subaru is pleased to be celebrating another sales record,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “These milestones are the result of the dedication and commitment of our retailers who passionately serve the needs of our customers. 2016 looks set to be our eighth year of consecutive sales records, with more new product yet to come.”

“With several 2017 models – including Legacy and Outback – now arriving at retailer show rooms, we expect sales to continue to grow throughout the remainder of the year,” said Jeff Walters, senior vice president of sales, Subaru of America, Inc. “At our current pace, selling over 600,000 vehicles in 2016 is certainly within reach.”

Carline	Jul-16	Jul-15	% Chg	Jul-16	Jul-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,856	15,811	-6.0%	95,111	96,639	-1.6%
Impreza	5,200	6,527	-20.3%	34,965	37,833	-7.6%
WRX/STI	3,288	3,716	-11.5%	19,294	18,751	2.9%
Legacy	5,212	4,500	15.8%	35,569	33,673	5.6%
Outback	14,704	10,863	35.4%	92,090	82,180	12.1%
BRZ	353	525	-32.8%	2,760	3,334	-17.2%
Crosstrek	8,480	8,575	-1.1%	51,762	50,525	2.5%

TOTAL	52,093	50,517	3.1%	331,551	322,935	2.7%
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Also in July, Subaru Outback, Forester, and Crosstrek won their segments in the Crossover SUV categories for the [2016 AutoPacific Ideal Vehicle Awards](#). These awards, based on customer responses, recognize vehicles that best meet the expectations of their owners. Both Outback and Forester won their segments for the second year in a row.

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.