



Media Information

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SUBARU OF AMERICA, INC. SMASHES SALES RECORD: AUGUST 2016 BEST SALES MONTH EVER

- August 2016 marks best-ever sales month in company history
- Record August - monthly sales increase 14.7 percent over August 2015
- 57 consecutive months of month-over-month growth
- Best August ever for Outback, Legacy and Forester
- Best month ever for Outback and Forester
- 30 consecutive months of more than 10,000 Outbacks sold
- 37 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Aug 31, 2016 - Subaru of America, Inc. today reported 60,418 vehicle sales for August 2016, a 14.7 percent increase over August 2015 sales of 52,697. August marks the best-ever sales month in company history, breaking the previous record set in December 2015 (56,274). The company also reported year-to-date sales of 391,969 vehicles, a 4.4 percent gain over the same period in 2015.

August marked the 30th consecutive month of 40,000+ vehicle sales for the company. Outback, Legacy and Forester sales were notably strong as each carline achieved its best August ever. Outback posted a 56.2 percent increase, Legacy posted a 35.5 percent increase, while Forester posted a 11.9 percent sales increase in August. Outback and Forester also enjoyed new all-time monthly sales records.

“August 2016 will always be remembered as a ‘Month for the Ages’ because it is the first time our franchise exceeded sales of 60,000 vehicles in a month,” said Thomas J. Doll, President and COO of Subaru of America, Inc. “These epic results show what our franchise is capable of achieving and is the outcome of the dedicated efforts of our retailers who made these record-setting sales possible.”

“The Subaru of America team is thrilled to set an all-time sales record in the month of August. It is an exciting accomplishment and we’re looking forward to continued success over the remaining months of this year,” said Jeff Walters, senior vice president of sales. “Our retailers continue to sell at high levels of efficiency and we are grateful for their outstanding efforts,” Walters continued.

Carline	Aug-16	Aug-15	% Chg	Aug-16	Aug-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD

Forester	19,658	17,565	11.9%	114,769	114,204	0.5%
Impreza	5,319	7,074	-24.8%	40,284	44,907	-10.3%
WRX/STI	3,194	3,367	-5.1%	22,488	22,118	1.7%
Legacy	5,800	4,281	35.5%	41,369	37,954	9.0%
Outback	17,358	11,113	56.2%	109,448	93,293	17.3%
BRZ	302	498	-39.4%	3,062	3,832	-20.1%
Crosstrek	8,787	8,799	-0.1%	60,549	59,324	2.1%
TOTAL	60,418	52,697	14.7%	391,969	375,632	4.4%

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.