



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD SEPTEMBER SALES

- Record September - monthly sales increase 3.5 percent over September 2015
- 58 consecutive months of month-over-month growth
- Best September ever for Outback and Crosstrek
- 31 consecutive months of more than 10,000 Outbacks sold
- 38 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Oct 3, 2016 - Subaru of America, Inc. today reported 54,918 vehicle sales for September 2016, a 3.5 percent increase over September 2015 sales of 53,070. The company also reported year-to-date sales of 446,887 vehicles, a 4.2 percent gain over the same period in 2015.

September marked the 31st consecutive month of 40,000+ vehicle sales for the company. Outback and Crosstrek sales were notably strong as each carline achieved its best September ever. Outback posted a 12.2 percent increase, Crosstrek posted a 11.4 percent increase, while Forester posted a 3.4 percent sales increase in September.

“With September sales exceeding 50,000 vehicles for the third month in a row, Subaru is in a great position to achieve its eighth consecutive all-time sales record in 2016,” said Thomas J. Doll, President and COO of Subaru of America, Inc. “These results have been achieved thanks to the hard work and dedication of our retailers, as well as our stakeholders.”

“We look forward to the remainder of the year as the all-new 2017 Impreza will soon join the strongest vehicle line-up in the history of the brand,” said Jeff Walters, senior vice president of sales, Subaru of America, Inc.

Carline	Sep-16	Sep-15	% Chg	Sep-16	Sep-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15,883	15,364	3.4%	130,652	129,568	0.8%
Impreza	4,786	5,555	-13.8%	45,070	50,462	-10.7%
WRX / STI	2,683	3,033	-11.5%	25,171	25,151	0.1%
Legacy	6,027	6,277	-3.9%	47,396	44,231	7.2%
Outback	16,978	15,126	12.2%	126,426	108,419	16.6%
BRZ	300	301	-0.3%	3,362	4,133	-18.7%
Crosstrek	8,261	7,414	11.4%	68,810	66,738	3.1%
TOTAL	54,918	53,070	3.5%	446,887	428,702	4.2%

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.