



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD MARCH SALES

- Record March - monthly sales increase 11.3 percent over March 2016
- 64 consecutive months of yearly month-over-month growth
- Best March ever for Outback, Forester and WRX/WRX STI
- 37 consecutive months of more than 10,000 Outbacks sold
- 44 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Apr 3, 2017 - Subaru of America, Inc. today reported 54,871 vehicle sales for March 2017, an 11.3 percent increase over March 2016, and the best March in the history of the company. The automaker also reported year-to-date sales of 144,250 vehicles, a 9 percent gain over the same period in 2016.

March marked the 37th consecutive month of 40,000+ vehicle sales for the company. Outback, Forester and WRX/WRX STI sales were notably strong as each model achieved its best March ever. Impreza sales for March 2017 increased 47.4 percent over the same month in 2016.

“We are pleased with our start to 2017,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “We have a busy year ahead of us with the launch of the all-new [2018 Crosstrek](#) this summer and the 3-row SUV debuting later in the year. We are confident of setting another record in 2017 for Subaru in the U.S.”

“We are appreciative our retailers could deliver a best-ever March not only for Outback and Forester, but for the WRX/WRX STI as well,” said Jeff Walters, senior vice president of sales for Subaru of America. “Also, the all-new Impreza continues to impress and we expect it will continue to build on its positive momentum.”

Earlier in March, the 2017 Outback was named “Best Wagon” in the “ [2017 Best Cars for Families](#)” list by U.S. News & World Report. Winners have the best combination of positive reviews from professional car critics, safety ratings, space, and available tech features. In addition, the 2017 Impreza was one of 12 vehicles to earn the [Autotrader “2017 Must Test Drive Award.”](#) Autotrader’s editorial experts choose the winners of the annual Must Test Drive Awards based on a diverse set of criteria.

| Carline | Mar-17 | Mar-16 | % Chg | Mar-17 | Mar-16 | % Chg |
|---------|--------|--------|-------|--------|--------|-------|
| | MTD | MTD | MTD | YTD | YTD | YTD |
| | | | | | | |

| | | | | | | |
|------------------|---------------|---------------|--------------|----------------|----------------|-------------|
| Forester | 15,803 | 14,284 | 10.6% | 41,476 | 38,427 | 7.9% |
| Impreza | 7,653 | 5,193 | 47.4% | 18,584 | 14,007 | 32.7% |
| WRX/STI | 3,050 | 2,737 | 11.4% | 7,690 | 7,453 | 3.2% |
| Legacy | 4,897 | 5,551 | -11.8% | 12,703 | 14,478 | -12.3% |
| Outback | 15,909 | 14,122 | 12.7% | 42,572 | 37,271 | 14.2% |
| BRZ | 439 | 425 | 3.3% | 987 | 1,211 | -18.5% |
| Crosstrek | 7,120 | 6,973 | 2.1% | 20,238 | 19,550 | 3.5% |
| TOTAL | 54,871 | 49,285 | 11.3% | 144,250 | 132,397 | 9.0% |

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.