



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD SEPTEMBER SALES

- Record September - monthly sales increase 0.4 percent over September 2016
- 70 consecutive months of yearly month-over-month growth
- Best September ever for Crosstrek and Impreza
- 43 consecutive months of more than 10,000 Outbacks sold
- 50 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Oct 3, 2017 - Subaru of America, Inc. today reported 55,120 vehicle sales for September 2017, a 0.4 percent increase over September 2016. The automaker also reported year-to-date sales of 478,848 vehicles, a 7.2 percent gain over the same period in 2016.

September marked the 43rd consecutive month of 40,000+ vehicle sales for the company. Crosstrek and Impreza sales were notably strong as each model achieved its best September ever. BRZ also enjoyed gains over September 2016. Crosstrek sales for September 2017 increased 51.2 percent over the same month in 2016 and marked the second time that Crosstrek has topped 12,000 units in a month.

“Subaru sales continue to expand despite the overall decline in the market,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “The Subaru franchise is on-track to achieve its ninth consecutive year of record sales in 2017.”

“September marks 70 consecutive months of yearly month-over-month growth for our organization and our retailers,” said Jeff Walters, senior vice president of sales, Subaru of America, Inc. “Traffic to our retailers remains strong and it is encouraging to see sales of the all-new Crosstrek continue to grow,” added Walters.

Carline	Sep-17	Sep-16	% Chg	Sep-17	Sep-16	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	13,262	15,883	-16.5%	132,030	130,652	1.1%
Impreza	6,324	4,786	32.1%	64,589	45,070	43.3%
WRX/STI	2,510	2,683	-6.5%	24,156	25,171	-4.0%
Legacy	3,902	6,027	-35.3%	37,461	47,396	-21.0%

Outback	16,330	16,978	-3.8%	140,491	126,426	11.1%
BRZ	301	300	0.3%	3,307	3,362	-1.6%
Crosstrek	12,491	8,261	51.2%	76,814	68,810	11.6%
TOTAL	55,120	54,918	0.4%	478,848	446,887	7.2%

Also in September, the 2017 Impreza was named to [Wards 10 Best User Experience](#) list for intuitive and effective interior features including connectivity, infotainment, controls and driver-assist technology as well as overall value. WardsAuto, a leading provider of automotive reporting and insights, evaluated 23 vehicles for the 2nd annual competition. The vehicles were tested and rated by editors on their ability to enhance an individual's lifestyle and make technology easy to use.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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