



## Media Information

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### SUBARU OF AMERICA, INC. REPORTS RECORD OCTOBER SALES

- Record October - monthly sales increase 0.5 percent over October 2016
- 71 consecutive months of yearly month-over-month growth
- Best October ever for Crosstrek and Impreza
- 44 consecutive months of more than 10,000 Outbacks sold
- 51 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Nov 1, 2017 - Subaru of America, Inc. today reported 54,045 vehicle sales for October 2017, a 0.5 percent increase over October 2016. The automaker also reported year-to-date sales of 532,893 vehicles, a 6.4 percent gain over the same period in 2016.

October marked the 44th consecutive month of 40,000+ vehicle sales for the company. Crosstrek and Impreza monthly sales increased 29.9 percent and 123.7 percent, respectively, over October 2016. The two carlines also achieved the best October ever.

"Our franchise continues to establish new sales records, despite the very competitive climate in the auto industry," said Thomas J. Doll, president and COO, Subaru of America, Inc. "These continuing records are the result of the dedication of our retailer network in delivering the best purchase and service experience possible to our customers."

"With strong momentum for the all-new 2018 Crosstrek and Impreza, we expect good growth in the final two months of the year," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We are also looking forward to the tenth anniversary of our annual 'Share the Love' event with its tradition of giving back to local and national charities," Walters concluded.

Carline	Oct-17 MTD	Oct-16 MTD	% Chg MTD	Oct-17 YTD	Oct-16 YTD	% Chg YTD
Forester	13,430	15,330	-12.4%	145,460	145,982	-0.4%
Impreza	6,733	3,010	123.7%	71,322	48,080	48.3%
WRX/STI	2,416	2,579	-6.3%	26,572	27,750	-4.3%
Legacy	4,538	6,136	-26.0%	41,999	53,532	-21.5%

<b>Outback</b>	<b>15,786</b>	18,008	-12.3%	<b>156,277</b>	144,434	8.2%
<b>BRZ</b>	<b>271</b>	330	-17.9%	<b>3,578</b>	3,692	-3.1%
<b>Crosstrek</b>	<b>10,871</b>	8,367	29.9%	<b>87,685</b>	77,177	13.6%
<b>TOTAL</b>	<b>54,045</b>	<b>53,760</b>	<b>0.5%</b>	<b>532,893</b>	<b>500,647</b>	<b>6.4%</b>

Subaru of America recently announced the return of its annual Share the Love event for 2017.

This year marks the tenth year of the program and by the end of this year's event, the automaker aims to donate \$115 million in total to a host of national and local charities since the inception of the Share the Love program. From November 16, 2017 to January 2, 2018, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following national charities with a minimum guarantee of \$250,000: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish, Meals on Wheels America and National Park Foundation. Also, pre-approved Hometown Charities may be selected for donation depending on retailer participation.

#### **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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