

Media Information



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SUBARU OF AMERICA, INC. REPORTS RECORD NOVEMBER SALES

- Record November - monthly sales increase 0.8 percent over November 2016
- 72 consecutive months of yearly month-over-month growth
- Best November ever for Crosstrek, Forester and Impreza
- 45 consecutive months of more than 10,000 Outbacks sold
- 52 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Dec 1, 2017 -

Subaru of America, Inc. today reported 51,721 vehicle sales for November 2017, a 0.8 percent increase over November 2016. The automaker also reported year-to-date sales of 584,614 vehicles, a 5.9 percent gain over the same period in 2016.

November marked the 45th consecutive month of 40,000+ vehicle sales and the 72nd consecutive month of yearly month-over-month growth for the company. Crosstrek, Forester and Impreza were notably strong as each model achieved its best November ever. BRZ also enjoyed strong gains over November 2016.

Furthering optimism around the brand, Subaru debuted its all-new, three-row, [2019 Ascent SUV](#) at a press event prior to the Los Angeles Auto Show earlier this week. Ascent production will begin at the [Subaru of Indiana, Inc.](#) assembly plant in Lafayette, Indiana in May 2018 and will be sold exclusively in the North American market starting in summer 2018.

Moving into the final month of the year, the Subaru [Share the Love](#) event will run through January 2, 2018. Subaru of America will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America and National Park Foundation, or a hometown charity selected by participating Subaru retailers.

“With the continuation of our annual Share the Love event, and December typically being one of the best retail sales months of the year, the Subaru franchise is in a great position to achieve its ninth consecutive all-time sales record in 2017,” said Jeff Walters, senior vice president of sales, Subaru of America, Inc.

Carline	Nov-17	Nov-16	% Chg	Nov-17	Nov-16	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,662	14,596	0.5%	160,122	160,578	-0.3%
Impreza	6,684	2,032	228.9%	78,006	50,112	55.7%
WRX/STI	2,362	2,591	-8.8%	28,934	30,341	-4.6%
Legacy	3,245	5,814	-44.2%	45,244	59,346	-23.8%
Outback	14,361	17,769	-19.2%	170,638	162,203	5.2%
BRZ	256	235	8.9%	3,834	3,927	-2.4%
Crosstrek	10,151	8,271	22.7%	97,836	85,448	14.5%
TOTAL	51,721	51,308	0.8%	584,614	551,955	5.9%

“Coming off the recent 2018 ALG Residual Value Awards (RVA), we are very pleased that our brand and products are receiving recognition and contributing to our ongoing success,” said Thomas J. Doll, president and COO of Subaru of America, Inc. As ALG noted, “Awards across sportscar, traditional passenger car and utility segments display the depth of the Subaru vehicle portfolio.”

For the third year in a row, Subaru was honored with the “Best Overall Mainstream Brand” [Residual Value Award from ALG](#), the analytics division of TrueCar Inc. and the industry benchmark for projecting future vehicle values and depreciation data. Along with the top honor, five Subaru models earned awards in their respective segments.

- Subaru Impreza – Best Compact Car
- Subaru WRX – Best Sports Car
- Subaru Forester – Best Compact Utility Vehicle
- Subaru Crosstrek – Best Subcompact Utility Vehicle
- Subaru Outback – Best Midsize Utility Vehicle – 2nd Row Seating

ALG's Residual Value Awards (RVA) recognize vehicles in 26 segments that are forecast to retain the highest percentage of their Manufacturer's Suggested Retail Price (MSRP) after a three-year period.

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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