



Media Information

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SUBARU OF AMERICA, INC. ANNOUNCES FEBRUARY SALES

- Best February ever – monthly sales increase 3.8 percent over February 2017
- 75 consecutive months of yearly month-over-month growth
- Best February ever for Crosstrek and Outback
- 48 consecutive months of more than 10,000 Outbacks sold
- 55 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Mar 1, 2018 - Subaru of America, Inc. today reported 47,249 vehicle sales for February 2018, a 3.8 percent increase over February 2017, and the best February in the history of the company. These results continue the company’s sales momentum from 2017 where Subaru achieved nine consecutive years of record sales and exceeded 647,000 annual sales – a first in company history.

February marked the 48th consecutive month of 40,000+ vehicle sales for the automaker. Crosstrek and Outback sales were notably strong as each model achieved its best February ever. Crosstrek and Outback sales for February 2018 increased 60.7 percent and 4 percent, respectively, over the same month in 2017. Earlier this month, the 2018 Subaru Crosstrek was awarded “Best Compact SUV/Crossover” in Kelley Blue Book’s annual [5-Year Cost to Own Awards](#).

“During February, the Subaru brand celebrated its 50th year in the United States and our retailers joined in our golden jubilee anniversary by establishing yet another sales record,” said Thomas J. Doll, President and COO. “Special thanks to our customers, retailers, distributors and all of our colleagues who have been on this epic journey with us and for joining us as we embark on our next 50 years.”

“The Crosstrek continues to exceed expectations and will continue to deliver impressive results as its availability improves,” said Jeff Walters, senior vice president of sales. “Based on initial pre-orders, the Subaru Ascent, arriving this summer, will be our next success story bringing new customers the best in safety and versatility.”

Carline	Feb-18	Feb-17	% Chg	Feb-18	Feb-17	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	11,640	12,820	-9.2%	22,488	25,673	-12.4%
Impreza	5,130	5,826	-12.0%	10,481	10,931	-4.1%
WRX/STI	2,244	2,498	-10.2%	4,163	4,640	-10.3%

Legacy	3,319	3,924	-15.4%	6,607	7,806	-15.4%
Outback	14,021	13,477	4.0%	27,300	26,663	2.4%
BRZ	270	344	-21.5%	505	548	-7.9%
Crosstrek	10,625	6,611	60.7%	20,062	13,118	52.9%
TOTAL	47,249	45,500	3.8%	91,606	89,379	2.5%

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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 \$200 million to causes the Subaru family cares about, and its employees have logged more than 63,000 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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