



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OF AMERICA, INC. CLOSES OUT BEST FIRST QUARTER EVER WITH RECORD MARCH SALES

- Best March ever – monthly sales increase 5.9 percent over March 2017
- 76 consecutive months of yearly month-over-month growth
- Best March ever for Crosstrek and Outback
- Best month ever for Crosstrek
- 49 consecutive months of more than 10,000 Outbacks sold
- 56 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Apr 3, 2018 - Subaru of America, Inc. today reported 58,097 vehicle sales for March 2018, a 5.9 percent increase over March 2017, and the best March in the history of the company. The automaker also reported year-to-date sales of 149,703 vehicles, a 3.8 percent gain over the same period in 2017.

March marked the 49th consecutive month of 40,000+ vehicle sales for the automaker. Crosstrek and Outback sales were notably strong as each model achieved its best March ever. Outback sales for March 2018 increased 5.7 percent over the same month in 2017. Crosstrek sales for March 2018 increased 88.2 percent over the same month in 2017 and marked the first time that Crosstrek has topped 13,000 units in a month.

Also in March, Subaru earned the 'Most Trusted Brand' for the fourth consecutive year in the [2018 Kelley Blue Book Brand Image Awards](#). The awards recognize automakers' impressive achievements in creating and maintaining brand attributes that capture the attention of the new-vehicle buying public and winners are chosen based on new car buyer perception data.

"March and the first quarter of 2018 were both sales records for the Subaru franchise," said Thomas J. Doll, president and chief executive officer of Subaru of America, Inc. "Our continuing record results are directly attributable to the passionate efforts of our retailers in delivering the best purchase, service and ownership experience possible to our valued customers."

"March marked another sales record, as well as the global debut of the all-new [2019 Forester](#) at the New York International Auto Show," said Jeff Walters, senior vice president of sales for Subaru of America. "Crosstrek set an all-time record in March while Outback set another monthly record. With the arrival of the all-new three-row Ascent later this summer Subaru's SUV portfolio will continue to lead our success in a competitive industry."

Carline	Mar-18	Mar-17	% Chg	Mar-18	Mar-17	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD

Forester	14,616	15,803	-7.5%	37,104	41,476	-10.1%
Impreza	5,973	7,653	-22.0%	16,454	18,584	-11.1%
WRX/STI	3,028	3,050	-0.7%	7,191	7,690	-6.5%
Legacy	3,889	4,897	-20.6%	10,496	12,703	-17.4%
Outback	16,822	15,909	5.7%	44,122	42,572	3.6%
BRZ	369	439	-16.0%	874	987	-11.1%
Crosstrek	13,400	7,120	88.2%	33,462	20,238	65.1%
TOTAL	58,097	54,871	5.9%	149,703	144,250	3.1%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).