



Media Information

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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

SUBARU SELLS TWO-MILLIONTH OUTBACK IN THE U.S.

Cherry Hill, N.J., Apr 9, 2018 - Subaru of America, Inc. today announced the two-millionth sale of its iconic Outback in the U.S. The company's consistent annual sales growth allowed it to achieve the milestone in a third of the time that it took to reach the first millionth sale set in June 2011. The new owner of the two-millionth Outback was celebrated after taking delivery at a Subaru retail facility in California.

"Subaru has achieved 10 consecutive years of sales growth in the United States with Outback as a key driver of that success," said Thomas J. Doll, chief executive officer, Subaru of America. "Accomplishing this milestone reflects our commitment to providing customers with vehicles made to the highest standards of safety, reliability and dependability."

Known world-over as the "World's First Sport Utility Wagon," the Outback is the automaker's flagship model. What started as a variant of the 1995 Legacy wagon became its own model line and a cultural icon synonymous with outdoor adventure. The first-generation Outback is immediately recognizable by its two-tone paint, large fog-lights and a raised roof. Equipped with a 2.5-liter BOXER engine, symmetrical all-wheel drive and 7.5 inches of ground clearance, it was capable of taking drivers places where competitors could only dream. In its 24 years of production, Outback has won numerous awards including Motor Trend's SUV of the Year in 2010.

Despite a growing number of competitors, the Outback continues to be the company's best-selling model. Currently in its fifth generation, the Outback is renowned for safety, reliability, capability and fuel efficiency. The vehicle continues to be built in Lafayette, Indiana by Subaru of Indiana Automotive, Inc. (SIA), the home of Subaru manufacturing in North America.

The two millionth Outback was sold at Subaru Pacific in Hawthorne, CA. Andrew Simpson, the new owner, was greeted by Sean Sullivan, president, and James Miller, sales consultant, of Subaru Pacific as well as Frank Ceccacci and Tim Tagye of Subaru of America. The lucky customer was presented with several gifts and a charitable donation to [Grades of Green](#) on his behalf. As part of its [Love Promise](#) commitment, the retailer is active in community outreach and environmental stewardship and has been a certified [Subaru Eco-Friendly Retailer](#) since 2013. Grades of Green was chosen in recognition of the automaker's environmentally-focused philanthropic platform, [Subaru Loves the Earth](#), which takes place during the month of April.

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](#).