

Media Information



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SUBARU OF AMERICA, INC. REPORTS APRIL SALES

- Best April ever – monthly sales increase 1.5 percent over April 2017
- 77 consecutive months of yearly month-over-month growth
- Best April ever for Crosstrek
- 50 consecutive months of more than 10,000 Outbacks sold
- 57 consecutive months of more than 10,000 Foresters sold
- 9 millionth Subaru sold

Camden, NJ, May 1, 2018 - Subaru of America, Inc. today reported 53,170 vehicle sales for April 2018, a 1.5 percent increase over April 2017, and the best April in the history of the company. Crosstrek sales for April 2018 increased 69.9 percent over the same month in 2017 and achieved the best April ever with 12,266 units. The automaker also reported year-to-date sales of 202,873 vehicles, a 3.2 percent gain over the same period in 2017.

In April, Subaru celebrated several milestones including:

- The 50th consecutive month of 40,000+ vehicle sales.
- The 30th anniversary of the founding of [Subaru Tecnica International](#) (STI), the championship-winning motorsport subsidiary of parent company Subaru Corporation and developer of high-performance Subaru vehicles and parts.
- The [two-millionth sale](#) of the iconic Subaru Outback in the U.S.
- The sale of the [nine-millionth Subaru](#) vehicle in the U.S.
- The 2018 WRX earned [Edmunds' 2018 Best Retained Value® Award](#) in the Sports Car category.
- The [grand opening](#) of the new Subaru of America headquarters campus in Camden, NJ.

“In a challenging month for the industry, we are pleased to see the Subaru franchise set yet another sales record,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “We thank all 629 Subaru retailers for their efforts in growing their business.”

“Our customer’s interest in the Crosstrek continues to increase every month,” said Jeff Walters, Senior Vice President of Sales. “We’re now looking forward to the start of production later this month of the all-new Subaru Ascent at our plant in Indiana.”

Carline	Apr-18	Apr-17	% Chg	Apr-18	Apr-17	% Chg
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	MTD	MTD	MTD	YTD	YTD	YTD
Forester	13,679	14,761	-7.3%	50,783	56,237	-9
Impreza	5,833	8,038	-27.4%	22,287	26,622	-16
WRX/STI	2,663	3,039	-12.4%	9,854	10,729	-8
Legacy	4,234	4,399	-3.8%	14,730	17,102	-13
Outback	14,083	14,469	-2.7%	58,205	57,041	2
BRZ	412	444	-7.2%	1,286	1,431	-10
Crosstrek	12,266	7,218	69.9%	45,728	27,456	66
TOTAL	53,170	52,368	1.5%	202,873	196,618	3

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [Media.subaru](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).