



# Media Information

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## SUBARU OF AMERICA SETS NEW SALES RECORD FOR THE FIRST HALF OF 2018

- Best June ever – monthly sales increase 15 percent over June 2017
- 79 consecutive months of yearly month-over-month growth
- Best June ever for Crosstrek and Outback
- 500,000th Crosstrek sold
- First ever Ascent SUV sold
- 52 consecutive months of more than 10,000 Outbacks sold
- 59 consecutive months of more than 10,000 Foresters sold

CAMDEN, NJ , Jul 3, 2018 - Subaru of America, Inc. today reported 59,841 vehicle sales for June 2018, a 15 percent increase over June 2017, and the best June in the history of the company. On the back of a best-ever sales performance 2017, the automaker sold a record 322,860 vehicles in the first half of 2018, up 6 percent over the same period last year.

June marked the 52nd consecutive month of 40,000+ vehicle sales for the company, as well as the 500,000th sale of Crosstrek since the rugged hatchback went on sale in 2013. Crosstrek and Outback sales were notably strong as each model achieved its best June ever. Crosstrek sales for June 2018 increased 84 percent over the same month in 2017, while Outback posted a 15 percent increase. In addition, 1,897 of the first all-new 3-row Ascent SUVs were delivered in June.

“A heartfelt thank you to all of our customers who have placed their trust and confidence in Subaru for their vehicle needs and kudos to our retailers for delivering our brand’s “ [Love Promise](#)” to our customers,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “With the addition of the all-new 3-row SUV Ascent to our line-up, our franchise is poised for our 10th consecutive year of sales records.”

“We kicked-off the summer selling season with the best June of all time which extends our sales streak to 79-consecutive months of sales gains,” said Jeff Walters, Senior Vice President of Sales. “Initial sales of our all-new Ascent SUV are strong and we expect further sales growth from this vehicle over the next few months as inventory continues to build.”

Carline	Jun-18	Jun-17	% Chg	Jun-18	Jun-17	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	13,964	15,440	-9.6%	79,277	87,957	-9
Impreza	7,684	7,858	-2.2%	37,814	43,026	-12
WRX/STI	2,325	2,655	-12.4%	15,038	16,185	-7

<b>Ascent</b>	<b>1,897</b>	0	0.00%	<b>1,897</b>	0	0.0
<b>Legacy</b>	<b>3,224</b>	3,834	-15.9%	<b>21,415</b>	25,564	-16
<b>Outback</b>	<b>16,071</b>	14,019	14.6%	<b>90,978</b>	86,253	5
<b>BRZ</b>	<b>316</b>	429	-26.3%	<b>1,966</b>	2,297	-14
<b>Crosstrek</b>	<b>14,360</b>	7,822	83.6%	<b>74,475</b>	43,528	71
<b>TOTAL</b>	<b>59,841</b>	<b>52,057</b>	<b>15.0%</b>	<b>322,860</b>	<b>304,810</b>	<b>5</b>

Also in June, Subaru and its retailers partnered with local chapters of The Leukemia & Lymphoma Society (LLS) for [Suba Loves to Care](#), the health-focused initiative of the Subaru Love Promise philanthropic platform. Since 2015, Subaru and its retailers have partnered with LLS to donate over 105,000 blankets and 12,465 arts and crafts kits to those fighting cancer hospitals and cancer treatment centers across the country.

#### **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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).