



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

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

SUBARU OF AMERICA REPORTS ALL-TIME RECORD JULY SALES

- Best July ever – monthly sales increase 6.7 percent over July 2017
- 80 consecutive months of yearly month-over-month growth
- Best July ever for Crosstrek and Ascent
- 53 consecutive months of more than 10,000 Outbacks sold
- 60 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Aug 1, 2018 - Subaru of America, Inc. today reported 59,426 vehicle sales for July 2018, a 6.7 percent increase over July 2017, and the best July in the history of the company. The company also reported year-to-date sales of 382,286 vehicles, a 6 percent gain over the same period in 2017.

July marked the 53rd consecutive month of 40,000+ vehicle sales for the company. Crosstrek and Ascent sales were notably strong as each model achieved its best July ever. Crosstrek sales for July 2018 increased 59 percent over the same month in 2017. In addition, 4,589 of the all-new 3-row Ascent SUVs were delivered in July. The biggest Subaru ever also earned a [Car and Driver Editors' Choice award](#) .

“In honor of this past month’s sales, Subaru of America proudly celebrates our 80th consecutive month of yearly month-over-month growth; a feat that would be impossible without the support and hard work of our dedicated retailers nationwide,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “We’re thrilled to see the ongoing excitement around the 2019 model year vehicles and look forward to upholding this momentum by continuing to deliver safety, versatility and reliability to our loyal customer base.”

“Overall, Subaru of America sales were up nearly 7 percent in July – an impressive accomplishment considering that sales industry-wide were down compared to July 2017,” said Jeff Walters, Senior Vice President of Sales. “We are on track for an exceptionally strong summer, thanks to the all-new 3-row Ascent SUV and Crosstrek that continue to drive new and returning customers to the Subaru brand.”

Carline	Jul- 18 MTD	Jul-17 MTD	% Chg YTD	Jul-18 YTD	Jul-17 YTD	% Chg YTD
Forester	13,759	15,283	-10.0%	93,036	103,240	-9.9%
Impreza	7,386	7,777	-5.0%	45,200	50,803	-11.0%
WRX/STI	2,013	2,933	-31.4%	17,051	19,118	-10.8%

Ascent	4,589	0	0.0%	6,486	0	0.00%
Legacy	2,605	3,785	-31.2%	24,020	29,349	-18.2%
Outback	16,113	17,581	-8.4%	107,091	103,834	3.1%
BRZ	297	372	-20.2%	2,263	2,669	-15.2%
Crosstrek	12,664	7,972	58.9%	87,139	51,500	69.2%
TOTAL	59,426	55,703	6.7%	382,286	360,513	6.0%

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 and the SOA Foundation have donated more than \$270 million to causes the Subaru family cares about, and its employees have logged nearly 78,000 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](#), [Twitter](#), and [Instagram](#).