



# Media Information

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## SUBARU OF AMERICA REPORTS RECORD OCTOBER SALES

- Record October – monthly sales increase 2.5 percent
- 83 consecutive months of yearly month-over-month growth
- Best October ever for Ascent, Crosstrek and Forester
- 56 consecutive months of more than 10,000 Outbacks sold
- 63 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Nov 1, 2018 - Subaru of America, Inc. today reported 55,394 vehicle sales for October 2018, a 2.5 percent increase compared to October 2017. The company also reported year-to-date sales of 558,812 vehicles, a 4.9 percent gain compared to the same period in 2017.

October marked the 56th consecutive month of 40,000+ vehicle sales for the company. Ascent, Crosstrek and Forester sales were notably strong as each model achieved its best October ever. Crosstrek posted a 1.6 percent increase, while Forester posted a 19 percent increase compared to October 2017. In addition, 6,008 of the all-new [3-row Ascent](#) SUVs were delivered in October.

"In closing out October, we proudly reflect on 83 consecutive months of yearly, month-over-month sales increases for the Subaru brand," said Thomas J. Doll, President and CEO of Subaru of America, Inc. "Our continued success and monthly sales records are a tribute to the unwavering support of our dedicated retailer network across the country."

"In its first full month of sales, strong momentum from the all-new [2019 Forester](#) helped Subaru achieve another month of sales gains," said Jeff Walters, Senior Vice President of Sales. "Paired with the continued success of the Ascent, Subaru is well positioned for a promising final quarter of 2018."

Carline	Oct-18 MTD	Oct-17 MTD	% Chg MTD	Oct-18 YTD	Oct-17 YTD	% Chg YTD
Forester	15,981	13,430	19.0%	137,905	145,460	-5.2%
Impreza	5,499	6,733	-18.3%	65,039	71,322	-8.8%
WRX/STI	2,277	2,416	-5.8%	24,234	26,572	-8.8%
Ascent	6,008	0	0.0%	22,588	0	0.0%

<b>Legacy</b>	<b>2,752</b>	4,538	-39.4%	<b>33,832</b>	41,999	-19
<b>Outback</b>	<b>11,574</b>	15,786	-26.7%	<b>149,566</b>	156,277	-4
<b>BRZ</b>	<b>254</b>	271	-6.3%	<b>3,184</b>	3,578	-11
<b>Crosstrek</b>	<b>11,049</b>	10,871	1.6%	<b>122,464</b>	87,685	39
<b>TOTAL</b>	<b>55,394</b>	<b>54,045</b>	<b>2.5%</b>	<b>558,812</b>	<b>532,893</b>	<b>4</b>

Subaru of America also announced its annual Share the Love Event will return for the eleventh consecutive year. By the end of this year's event, the automaker and participating retailers hope to exceed a grand total of \$140 million donated to charities since the inception of the Share the Love Event. From November 15, 2018 to January 2, 2019, Subaru will donate \$250 for every new Subaru vehicle purchased or leased at more than 628 participating retailers nationwide to the customer's choice of the following national charities: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America® and National Park Foundation. Also, pre-approved Hometown Charities may be selected for donation depending on retailer participation.

#### **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](#).