



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST-EVER JANUARY SALES

- Best January ever – monthly sales increase 3.9 percent over January 2018
- 86 consecutive months of yearly, month-over-month growth
- Best January ever for Ascent and Forester
- 59 consecutive months of more than 10,000 Outbacks sold
- 66 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Feb 1, 2019 - Subaru of America, Inc. today reported 46,072 vehicle sales for January 2019, a 3.9 percent increase compared to January 2018, and the best January in the history of the company. These results continue the automaker’s sales momentum from 2018 where Subaru achieved ten consecutive years of record sales and exceeded 680,000 annual sales – a first in company history.

January marked the 59th consecutive month of 40,000+ vehicle sales for the automaker. Ascent and Forester sales were notably strong as each model achieved its best January ever. BRZ sales for January 2019 increased 10.2 percent compared to the same month in 2018. In addition, 4,981 of the all-new 3-row Ascent SUVs were delivered in January. Also, in January, Crosstrek, Legacy and Outback each won [Kelley Blue Book 2019 Best Resale Value Awards](#) in their respective categories.

“We are super excited to kick-off 2019 on a high note with the best January sales in the history of our franchise,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “In today’s extremely competitive automotive market, we know that 86 consecutive months of yearly, month-over-month sales increases would not be possible without the tireless work of our dedicated retailer network and each of our colleague’s commitment to supplying safe, reliable, versatile vehicles.”

“This month, our record sales were driven by strong demand for the all-new Forester, which continues to deliver outstanding results since its release in October,” said Jeff Walters, Senior Vice President of Sales. “2019 will be another exciting year for our brand. We’re looking forward to continued growth thanks to exciting new additions to our lineup including the all-new, seventh-generation [2020 Legacy](#).”

Carline	Jan-19	Jan-18	% Chg
	MTD	MTD	MTD

Forester	13,318	10,848	22.8%
Impreza	4,183	5,351	-21.8%
WRX/STI	1,751	1,919	-8.8%
Ascent	4,981	0	0.00%
Legacy	2,403	3,288	-26.9%
Outback	10,941	13,279	-17.6%
BRZ	259	235	10.2%
Crosstrek	8,236	9,437	-12.7%
TOTAL	46,072	44,357	3.9%

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 of 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 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.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).