



Media Information

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Subaru Of America, Inc. Reports 2011 All-Time Sales Record

- Strong Demand Leads to Third Successive Sales Record for Subaru Brand --
- Subaru Only Maker to Post Sales Increases for Four Consecutive Years --
- December 2011 Marks Best-Ever Sales Month for Brand --

Cherry Hill, N.J., Jan 3, 2012 - Subaru of America, Inc. today reported record vehicle sales for 2011 of 266,989. Subaru has now posted sales records in each of the past three years and Subaru is the only manufacturer in the US to have posted four successive years of sales growth.

The December sales total also marks Subaru's best-ever sales month, eclipsing the previous best month of August 2009 – the "Cash for Clunkers" month.

The 2011 achievement for Subaru is all the more remarkable considering the company had to contend with significant production delays caused by the tsunami and earthquake in Japan in March 2011. To respond to strong consumer demand for its latest products, and to make up for lost production, Subaru's parent company Fuji Heavy Industries increased vehicle manufacture in the second half of 2011 and the company is now producing more cars per month than at any time in its history.

Demand for the Subaru Legacy, Outback and Forester models continued to be strong in 2011 with Legacy and Outback setting individual records. The all-new 36 mpg Impreza began retail sales in November, boosting sales still further. With consumer demand so high, the company predicts a fourth record year in 2012 with sales likely to reach the milestone 300,000 mark.

Carline	Dec-11 MTD	Dec-10 MTD	% Chg MTD	Dec-11 YTD	Dec-10 YTD	% Chg YTD
Forester	8601	8068	6.61%	76196	85080	-10.44%
Impreza	5464	2927	86.68%	27391	36072	-24.07%
Impreza WRX	1257	1332	-5.63%	13805	8323	65.87%
Legacy	4625	3884	19.08%	42401	38725	9.49%
Outback	13430	10256	30.95%	104405	93148	12.09%
Tribeca	324	227	42.73%	2791	2472	12.90%
TOTAL	33701	26694	26.25%	266989	263820	1.20%

Thomas J. Doll, executive vice president and COO, Subaru of America, Inc said, "We are thrilled to close 2011 with a

third consecutive sales record for Subaru. We need to thank our retailers, distributors, our employees and of course the dedication and commitment of Fuji Heavy Industries staff for making these results possible. 2011 was the best year in our history, but with our production levels now running at their highest ever, and our best ever line-up in place, we are committed to another record-setting year in 2012."

"We are very pleased to welcome the 266,989 customers to the Subaru family," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "With production now catching up to demand, our December sales show the potential for the Subaru brand for 2012. We delivered 34,000 cars in to dealers in December, beating our previous highest total by 5,000. Given how quickly our products are moving, we expect to reach another significant sales milestone in 2012."

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.