



# Media Information

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## SUBARU OF AMERICA REPORTS BEST-EVER MAY SALES AS OUTBACK, FORESTER AND ASCENT LEAD CONSUMER DEMAND

- Best May sales – monthly sales increase 6.4 percent over May 2018
- 90 consecutive months of yearly, month-over-month growth
- Best May ever for Outback and Ascent
- 63 consecutive months of more than 10,000 Outbacks sold
- 70 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Jun 3, 2019 - Subaru of America, Inc. today reported 63,972 vehicle sales for May 2019, a 6.4 percent increase compared with May 2018, and the best May sales in the history of the company. The automaker also reported year-to-date sales of 278,014, a 5.7 percent gain compared with the same period in 2018.

May marked the 63rd consecutive month of 40,000+ vehicle sales for the automaker. Outback and Ascent sales were not strong as each model achieved its best May ever. Outback posted a 7.9 percent increase, while Forester posted a 10.3 percent increase compared to May 2018. In addition, 7,509 of the all-new 3-row Ascent SUV were delivered in May.

“Coming off of a record-breaking April, we are excited to continue the momentum in May with a milestone 90th month of consecutive sales increases,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “We have a dedicated group of retailers who have made these results possible and are the true strength of our brand. While we are humbled by record sales, we remain proud to deliver reliable vehicles with new, innovative technology in an increasingly competitive market.”

“We are thrilled to exceed 60,000 sales in May for the first time,” said Jeff Walters, Senior Vice President of Sales. “This month, Ascent, Outback, and Forester delivered strong results in a competitive marketplace. We’re confident our SUV line will continue to play a major role in our continued success.”

| Carline  | May-19 | May-18 | % Chg  | May-19 | May-18 | % Chg |
|----------|--------|--------|--------|--------|--------|-------|
|          | MTD    | MTD    | MTD    | YTD    | YTD    | YTD   |
| Forester | 16,028 | 14,530 | 10.3%  | 71,466 | 65,313 | 9     |
| Impreza  | 5,532  | 7,843  | -29.5% | 24,130 | 30,130 | -19   |

|                  |               |               |             |                |                |          |
|------------------|---------------|---------------|-------------|----------------|----------------|----------|
| <b>WRX/STI</b>   | <b>2,110</b>  | 2,859         | -26.2%      | <b>10,510</b>  | 12,713         | -17      |
| <b>Ascent</b>    | <b>7,509</b>  | 0             | 0.0%        | <b>33,094</b>  | 0              | 0        |
| <b>Legacy</b>    | <b>2,994</b>  | 3,461         | -13.5%      | <b>14,204</b>  | 18,191         | -21      |
| <b>Outback</b>   | <b>18,017</b> | 16,702        | 7.9%        | <b>76,206</b>  | 74,907         | 1        |
| <b>BRZ</b>       | <b>231</b>    | 364           | -36.5%      | <b>1,337</b>   | 1,650          | -19      |
| <b>Crosstrek</b> | <b>11,551</b> | 14,387        | -19.7%      | <b>47,067</b>  | 60,115         | -21      |
| <b>TOTAL</b>     | <b>63,972</b> | <b>60,146</b> | <b>6.4%</b> | <b>278,014</b> | <b>263,019</b> | <b>5</b> |

### **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 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. 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](#).