



Media Information

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Subaru Of America Anticipates July Sales Record

*July 2009 Sales Expected To Be Up 30-Percent from July 2008 and the Best Sales Month in Company History
Automaker Cites New Product as Key Factor*

Cherry Hill, N.J., Jul 31, 2009 - Following a record-setting June, Subaru of America, Inc. is predicting it will announce a 30-percent increase in sales over its July 2008 results, resulting in the company's best-ever sales month. Acknowledging the industry benefit from the CARS program, the automaker is citing the introduction of its new 2010 Legacy and Outback models and healthy sales for its existing products as the key reasons for the continuation of its strong sales results. Subaru was the only volume brand in 2008 to show a sales increase and is the top performing brand in the industry in 2009 (July sales not yet included).