



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST-EVER JULY SALES AND SECOND-BEST SALES MONTH IN COMPANY HISTORY

- Best-ever July sales – monthly sales increase 7.9 percent over July 2018
- 92 consecutive months of yearly, month-over-month growth
- Best July ever for Outback and Ascent
- 65 consecutive months of more than 10,000 Outbacks sold
- 6 consecutive years of more than 10,000 Foresters sold monthly

Subaru of America, Inc. today reported 64,106 vehicle sales for July 2019, a 7.9 percent increase compared with July 2018. July also marked the second-best sales month in the history of the company behind the current record set in December 2018 (64,541). Year to date, Subaru also sold a record 403,631 vehicles, up 5.6 percent compared with the same period last year.

July marked the 65th consecutive month of 40,000+ vehicle sales for the automaker. Outback and Ascent sales were notably strong as each model achieved its best July ever. Outback posted a 14.4 percent increase, while Ascent posted a 59 percent increase compared to July 2018. Forester posted an increase of 7.1 percent and Legacy posted a 24.5 percent increase compared with the same month a year ago.

“July saw our franchise achieve a record 92nd month of consecutive sales increases and marked a milestone for our icon Forester SUV, which celebrated its [two-millionth sale](#),” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “We’re thrilled with the continued excitement around our new vehicles, as well as our longtime favorites, and look forward to continuing to deliver safe, reliable and capable products to our loyal customer base.”

“We’re thrilled that July was a success and the second-best month ever in the history of Subaru of America,” said Jeff Walters, Senior Vice President of Sales. “Thanks to our retailer network, the Ascent, Outback, and Forester continue to maintain strong sales results in a highly competitive marketplace.”

Carline	Jul-19	Jul-18	% Chg	Jul-19	Jul-18	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,731	13,759	7.1%	100,950	93,036	8
Impreza	6,225	7,386	-15.7%	35,913	45,200	-20

WRX/STI	1,732	2,013	-14.0%	14,106	17,051	-17
Ascent	7,296	4,589	59.0%	47,404	6,486	630
Legacy	3,244	2,605	24.5%	20,670	24,020	-14
Outback	18,428	16,113	14.4%	112,139	107,091	4
BRZ	167	297	-43.8%	1,707	2,263	-24
Crosstrek	12,283	12,664	-3.0%	70,742	87,139	-18
TOTAL	64,106	59,426	7.9%	403,631	382,286	5

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 past 20 years, SOA has donated more than \$190 million to causes the Subaru family cares about, and its employees have logged more than 40,000 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.

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