



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## 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

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

**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 1,000 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indian 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 every customer 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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).