



Media Information

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SUBARU OF AMERICA CELEBRATES RECORD AUGUST SALES AND BEST-EVER SALES MONTH IN CC

- August 2019 marks best-ever sales month in company history
- Best-ever August – monthly sales increase 9.3 percent over August 2018
- 93 consecutive months of yearly, month-over-month growth
- Best August ever for Crosstrek and Ascent
- Best month ever for Crosstrek
- 66 consecutive months of more than 10,000 Outbacks sold
- 73 Consecutive Months of more than 10,000 Forester Units

Camden, N.J., Sep 4, 2019 - Subaru of America, Inc. today reported 70,039 vehicle sales for August 2019, a 9.3 percent increase over August 2018. August 2019 marked the best-ever sales month in the history of the company, topping the current record set in August 2018 (64,541). Year to date, Subaru also sold a record 473,670 vehicles, up 6.1 percent compared with the same period in 2018, despite a tightening market.

August marked the 66th consecutive month of 40,000+ vehicle sales for the automaker. Crosstrek and Ascent sales were each model achieved its best August ever. Crosstrek posted a 33.3 percent increase, while Ascent posted a 72.8 percent increase over August 2018. Forester achieved an increase of 10.6 percent over the same month a year ago.

“In closing out August, we are ecstatic to see Subaru achieve its best sales month in our history, with a record 93rd month of sales increases,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “It is through the dedication of our retailers and customers that we continue to see growing demand for our products, which should result in another record year for our franchise.”

“August results were outstanding. It’s always special to set an all-time sales record and shows our potential to continue growth,” said Tom Walters, Senior Vice President of Sales. “We’ll also be starting September with historically low inventory levels. Our retailers are excited about the production ramp up of the all-new 2020 Legacy and Outback models. These carlines will help us achieve our goals months later this year and get us to our 2019 calendar year target of 700,000 units.”

Carline	Aug-19	Aug-18	% Chg	Aug-19	Aug-18
	MTD	MTD	MTD	YTD	YTD
Forester	17,076	15,435	10.6%	118,026	108,471

Impreza	7,519	8,154	-7.8%	43,432	53,354
WRX/STI	1,876	2,523	-25.6%	15,982	19,574
Ascent	7,319	4,235	72.8%	54,723	10,721
Legacy	3,121	3,452	-9.6%	23,791	27,472
Outback	17,110	18,006	-5.0%	129,249	125,097
BRZ	158	383	-58.6%	1,865	2,646
Crosstrek	15,860	11,900	33.3%	86,602	99,036
TOTAL	70,039	64,088	9.3%	473,670	446,374

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at its office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana](#) is the only U.S. automobile manufacturing 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. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).