



Media Information

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Subaru Of America, Inc. Reports Record January Sales

- All-New Impreza Hits Dramatic Sales Pace--
- Subaru brand on Target for Record Sales Year--

Cherry Hill, N.J., Feb 1, 2012 - Led by remarkable sales for the all-new Impreza, Subaru of America, Inc. today reported record vehicle sales for January 2012 of 22,807 vehicles, a gain of 21% over January 2011. The impressive results for January follow a record year in 2011 that ended with 266,989 Subaru vehicles sold.

The all-new Impreza was up 175% in January and recorded the best month in its history. The Impreza is proving a hit with consumers due to its combination of 36mpg highway fuel economy, standard all-wheel drive and new styling.

Demand for the company's Legacy and Outback models was also strong with both vehicles recording their best ever January.

Carline	Jan-12	Jan-11	% Chg
	MTD	MTD	MTD
Forester	5117	5806	-11.87%
Impreza	6221	2258	175.51%
Impreza WRX	710	1088	-34.74%
Legacy	3119	2528	23.38%
Outback	7412	6980	6.19%
Tribeca	228	198	15.15%
TOTAL	22807	18858	20.94%

Thomas J. Doll, executive vice president and COO, Subaru of America, Inc said; "This is a real break-through year for Subaru. Now that Impreza is reaching showrooms we can expect to see sales for this new model grow exponentially. Supported by solid sales from our other core models and with new models debuting this year we are very optimistic about our prospects for 2012."

"It's a great start to the year," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "With the momentum from 2011 carrying into 2012 we are well placed for success. The new BRZ sports car will reach showrooms next quarter and XV Crosstrek, our new small crossover will arrive in the fall, adding a new dimension to our product line-up."

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.subaru.com.