



## Media Information

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### Subaru Of America'S Great Lakes Region Posts January Sales

*Increased Sales Maintain Momentum of 2008 National Sales Results*

Itasca, Ill., Feb 9, 2009 - Subaru of America, Inc.'s Great Lakes sales region today announced a 28-percent increase year-over-year for the month of January. This is the region's best January on record and brings the Subaru Great Lakes region in at #1 in sales for the Company, for the first time ever.

This jump mirrors Subaru of America's national January sales, which are up 8-percent over January 2008. January's increased sales continue a trend started by the company in 2008, when Subaru was the only full-line brand to end the year with positive sales.

The Subaru Great Lakes region covers the states of Illinois, Indiana, Wisconsin, Michigan, Ohio, Minnesota, Missouri, Iowa, and the Dakotas. The region's sales for Subaru, like sales across the nation, were driven by strong results for the Impreza, Legacy and Forester model lines.

Accolades for Subaru continue to accrue, with the Subaru Forester being named 2009 Motor Trend Sport/Utility of the Year and winning the Polk Automotive Loyalty Award in the Compact SUV category. In a nod to the Company's national marketing efforts, Subaru of America was awarded the title Automotive Marketer of the Year by Mediapost.com.

"Despite turbulent economic times and a volatile automotive market, Subaru Great Lakes Region dealers achieved all-time record vehicle sales and the highest-ever owner loyalty scores," notes Mike Hafertepe, Great Lakes regional vice president of Subaru of America, Inc. "We greatly appreciate the strong partnership and commitment to the Subaru brand by our dealers, and we look forward to continuing our sales momentum throughout 2009."

### **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 nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. In addition, Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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](http://www.subaru.com).

