



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD FEBRUARY SALES

- February marks third consecutive month of record sales for the brand
- Impreza, Legacy and Outback models also shatter previous month sales records

Cherry Hill, N.J., Feb 29, 2012 - Subaru of America, Inc. today reported record sales for February 2012 totaling 25,374 vehicles, a 17 percent gain over February 2011. The company also reported year-to-date sales of 48,181, more than an 18 percent gain over prior year.

“January and February sales represent the best start to a calendar year in Subaru history,” said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. “We are coming off of record-breaking sales in 2011 and thrilled to see this trend continue into 2012.”

The all-new Impreza was up 12 percent in February and recorded the best month in its history. Legacy and Outback also celebrated record-breaking monthly sales and double-digit gains over February 2011.

Carline	Feb-12 MTD	Feb-11 MTD	% Chg MTD	Feb-12 YTD	Feb-11 YTD	% Chg YTD
Forester	5565	6334	-12.14%	10682	12140	-12.01%
Impreza	6334	2810	125.41%	12555	5068	147.73%
Impreza WRX	922	1123	-17.90%	1632	2211	-26.19%
Legacy	3614	3242	11.47%	6733	5770	16.69%
Outback	8762	7951	10.20%	16174	14931	8.32%
Tribeca	177	223	-20.63%	405	421	-3.80%
TOTAL	25374	21683	17.02%	48181	40541	18.85%

“We have seen tremendous growth in models such as Outback and Legacy, as well as the newly-introduced 2012 Impreza,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “We anticipate similar momentum throughout the year as we launch the new BRZ sports car and XV Crosstrek, an exciting new small crossover vehicle.”

“Another month of historic sales is a true testament to consumer demand for our product. This demand also means we are well-positioned for another record sales year,” added Doll.

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.