



Media Information

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Subaru Of America'S Mid-Atlantic Region Posts January Sales

Increased Sales Maintains Momentum of 2008 National Sales Results

Cherry Hill, N.J. Subaru of America's Mid-Atlantic Region Posts January Sales, Feb 5, 2009 - Subaru of America, Inc.'s Mid-Atlantic sales region today announced a 4-percent sales increase, year-over-year, for the month of January. This jump mirrors Subaru of America's national year-to-date 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 manufacturer to end the year with positive sales.

Mid-Atlantic regional sales for Subaru, like sales across the nation, are driven by strong results for the 2009 Subaru Forester. In the region, sales totaled 1762 units, up 4.3-percent, led by the Forester, which experienced a 38.8-percent gain over January 2008. The Subaru Impreza also posted tremendous gains with a 22-percent increase over January 2008.

Accolades for Subaru continue to accrue; with the Subaru Forester being named 2009 Motor Trend Sport/Utility of the Year and winning the R.L. Polk award for consumer loyalty 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 tough economic times, Subaru of America is bucking the trend -- both nationally and within the Mid-Atlantic Region -- by continuing to post positive sales," notes Bill Cyphers, Mid-Atlantic regional vice president of Subaru of America, Inc. "Our dealers continue to provide an exceptional car-buying experience. Subaru owners are some of the most loyal in the industry, and all of that combines with an excellent product line to give us a rare bit of good news coming out of the car business these days."

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.

