



Media Information

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SUBARU OF AMERICA, INC. REPORTS MAY 2020 SALES

Camden, N.J., Jun 2, 2020 -

Subaru of America, Inc. today reported 51,988 vehicle sales for May 2020, a 19 percent decrease compared with record May 2019. These results reflect the impact of the COVID-19 global pandemic and the resulting retailer shutdowns that have impacted the entire automobile industry. Following eleven consecutive years of sales records, Subaru reported year-to-date sales of 213,199, a 23 percent decrease compared to the same period in 2019.

“While we at Subaru of America continue to feel the effects the pandemic has had on both the auto industry and the country as a whole, we are hopeful that our May results show a positive change,” said Thomas J. Doll, President and CEO, Subaru of America. “Our retailers have gone above and beyond to sell 51,988 during these difficult times, a great sales month under the current conditions. As always, we continue our efforts with our Subaru Love Promise as Subaru’s donation of 50 million meals to Feeding America begins to take effect, and also through our continued community outreach through the charitable works of our network of retailers, distributors and employees in our efforts to remain a force for good during this adverse times.”

“Subaru sales exceeded our expectations, including a best-ever May for Forester, and we have the hard work and dedication of our retailers and their employees to thank,” said Jeff Walters, Senior Vice President of Sales. “We are appreciative of their commitment to safely sell and deliver Subaru vehicles to our customers.”

Carline	May-20	May-19	% Chg	May-20	May-19	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	17,859	16,028	11.4%	66,370	71,466	-7.1%
Impreza	3,085	5,532	-44.2%	15,231	24,130	-36.9%
WRX/STI	2,255	2,110	6.8%	8,163	10,510	-22.3%

Ascent	5,740	7,509	-23.6%	25,318	33,094	-23.5%
Legacy	1,954	2,994	-34.7%	9,847	14,204	-30.7%
Outback	11,382	18,017	-36.8%	52,055	76,206	-31.7%
BRZ	227	231	-1.7%	724	1,337	-45.9%
Crosstrek	9,486	11,551	-17.9%	35,491	47,067	-24.6%
TOTAL	51,988	63,972	-18.7%	213,199	278,014	-23.3%

As the COVID-19 crisis continues, Subaru and its retailers are following the most up-to-date guidelines from the CDC, adapting services and undertaking enhanced measures for cleaning and sanitation to help support the safety of employees and customers. In addition, many stores are providing alternative methods of vehicle service – including pick-up and drop-off, expanded service loaner fleet, and mobile repair. For information on the Subaru Payment Deferment Program, please contact your local Subaru retailer or visit [Subaru Motors Finance](#).

** \$1 helps to provide at least ten meals secured by Feeding America® on behalf of local member food banks*

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) 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](#).