



Media Information

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SUBARU OF AMERICA, INC. REPORTS JUNE AND Q2 2020 SALES

- Best June ever: Forester

Camden, N.J., Jul 1, 2020 - Subaru of America, Inc. today reported 53,911 vehicle sales for June 2020, a 12 percent decrease compared with record June 2019. These results reflect the impact of the COVID-19 global pandemic and the uncertainty surrounding economic recovery. Following eleven consecutive years of sales records, Subaru reported year-to-date sales of 267,110, a 21 percent decrease compared to the same period in 2019.

“Our June results are a testament to the perseverance of our retailers, who overcame difficult circumstances to achieve our sales target,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “We place a high premium on the satisfaction of our owners resulting in loyalty to our retailer’s franchise and our brand. These June results demonstrate the proven value our products provide, best delivered through our trusted retailers.”

“We are pleased to close June with strong sales in the midst of a competitive market limited by the pandemic,” said Jeff Walters, Senior Vice President of Sales. “The Forester continued to shine in our lineup of all-star vehicles, drawing a healthy demand from car buyers looking for vehicles they can rely on when times are tough.”

Carline	Jun-20	Jun-19	% Chg	Jun-20	Jun-19	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	19,490	14,753	32.1%	85,860	86,219	-0.4%
Impreza	3,389	5,558	-39.0%	18,620	29,688	-37.3%
WRX/STI	2,170	1,864	16.4%	10,333	12,374	-16.5%
Ascent	6,079	7,014	-13.3%	31,397	40,108	-21.7%
Legacy	2,054	3,222	-36.3%	11,901	17,426	-31.7%
Outback	10,250	17,505	-41.5%	62,305	93,711	-33.5%
BRZ	238	203	17.2%	962	1,540	-37.5%

Crosstrek	10,241	11,392	-10.1%	45,732	58,459	-21.8%
TOTAL	53,911	61,511	-12.4%	267,110	339,525	-21.3%

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](#).