



Media Information

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SUBARU OF AMERICA, INC. REPORTS JULY SALES

- Forester sales up 4 percent in July

Camden, N.J., Aug 3, 2020 - Subaru of America, Inc. today reported 51,458 vehicle sales for July 2020, a 20 percent decrease compared with record July 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 318,572, a 21 percent decrease compared to the same period in 2019.

July marked the third consecutive month of 50,000+ vehicle sales for the automaker. As the top performing carline by volume, Forester sales increased 4 percent in July 2020 compared with the same month a year ago. WRX/STI posted a 6 percent increase, while BRZ posted a nearly 60 percent increase compared to July 2019.

“Given our low supply of key models such as Forester, Outback, Crosstrek and Ascent, overall, we were extremely pleased with our sales results which were delivered by our retailers, who are also persevering through the COVID-19 pandemic,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “Our retailers’ proven commitment to caring for and retaining our owners was reaffirmed in July when J.D. Power awarded Subaru with the Best Brand Loyalty in the automotive industry for the second consecutive year.”

“We are pleased with the results and the stellar efforts of our retailers given the inventory available for July,” said Jeff Walters, Senior Vice President of Sales. “Our manufacturing facilities are now fully ramped up and the delivery of Subaru vehicles to our retailers will significantly improve in August so we can better support the demand from our customers.”

Carline	Jul-20	Jul-19	% Chg	Jul-20	Jul-19	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15,313	14,731	4.0%	101,173	100,950	0.2%
Impreza	4,259	6,225	-31.6%	22,879	35,913	-36.3%
WRX/STI	1,845	1,732	6.5%	12,178	14,106	-13.7%
Ascent	6,075	7,296	-16.7%	37,472	47,404	-21.0%
Legacy	2,629	3,244	-19.0%	14,530	20,670	-29.7%
Outback	12,158	18,428	-34.0%	74,467	112,139	-33.6%
BRZ	266	167	59.3%	1,228	1,707	-28.1%

Crosstrek	8,913	12,283	-27.4%	54,645	70,742	-22.8%
TOTAL	51,458	64,106	-19.7%	318,572	403,631	-21.1%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a 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 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. 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 has donated more than \$190 million to causes the Subaru family cares about, and its employees have logged more than 40,000 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.

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