



Media Information

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Subaru Of America'S Northwest Region Posts January Sales

Increased Sales Maintains Momentum of 2008 National Sales Results

Portland, Ore., Feb 4, 2009 - Subaru of America, Inc.'s Northwest sales region today announced a 1-percent sales increase, year-over-year, for the month of January. This jump mirrors Subaru of America's national January 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 brand to end the year with positive sales.

Northwest regional sales, like sales across the nation, are driven by strong results for the 2009 Subaru Forester. In 2008, the northwest region contributed significantly to Subaru's national sales increase as dealers retailed 26,000 units or 320 sales per outlet in 2008. For this month, 811 units of the 2009 Subaru Forester sold versus 426 units in January 2008 - a 90-percent increase and a January record.

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](http://mediapost.com).

"All-wheel drive Subaru vehicles are the perfect go-anywhere antidote to the extreme weather and rugged terrain of the Pacific Northwest," notes Jim Pernas, northwest regional vice president for Subaru of America, Inc. "While the northwest states make up less than 7-percent of the U.S. car buying population, the northwest region makes up 15-percent of the nation's Subaru buyers. It's a very important and strategic market for us."

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.