

Media Information



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SUBARU OF AMERICA, INC. REPORTS AUGUST SALES AS BEST MONTH OF 2020

- Best month of 2020 for Outback and Ascent
- Fourth consecutive month of 50,000+ vehicle sales

Camden, N.J., Sep 1, 2020 - Subaru of America, Inc. today reported 57,885 vehicle sales for August 2020, a 17 percent compared with record August 2019. These results reflect the impact of the COVID-19 global pandemic and the uncertain economic recovery. Following eleven consecutive years of sales records, Subaru reported year-to-date sales of 376,457, decrease compared to the same period in 2019.

August marked the fourth consecutive month of 50,000+ vehicle sales for the automaker. As the top performing carline by Forester sales increased 1 percent in August 2020 compared with the same month a year ago. BRZ posted a nearly 69 p increase compared to August 2019.

"Thanks to the dedicated efforts of our retailer network, we are able to count August as the best sales month of 2020," said J. Doll, President and CEO, Subaru of America, Inc. "Our retailers are continuing to sell at very high levels of sales efficiency their on-ground inventory levels while at the same time providing a Love Promise customer experience. We are grateful for outstanding efforts."

"The Forester was again a standout this month, helping us maintain market share in August," said Jeff Walters, Senior Vice of Sales. "We expect improving inventory and the arrival of 2021 models at our retailers will further improve our sales results September and the fourth quarter."

Carline	Aug-20	Aug-19	% Chg	Aug-20	Aug-19	%
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	17,261	17,076	1.1%	118,434	118,026	0.4%
Impreza	4,654	7,519	-38.1%	27,533	43,432	-36%
WRX/STI	1,218	1,876	-35.1%	13,396	15,982	-16%

Ascent	6,619	7,319	-9.6%	44,091	54,723	-19%
Legacy	2,681	3,121	-14.1%	17,211	23,791	-27%
Outback	14,856	17,110	-13.2%	89,323	129,249	-30%
BRZ	267	158	69.0%	1,495	1,865	-19%
Crosstrek	10,329	15,860	-34.9%	64,974	86,602	-25%
TOTAL	57,885	70,039	-17.4%	376,457	473,670	-20%

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 : [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](#).