



Subaru Of America, Inc.
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Media Information

Subaru Of America, Inc. Reports Positive Sales For September

Redesigned 2010 Subaru Outback and Legacy Models Keep Momentum Going

Cherry Hill, N.J., Sep 30, 2009 - Showing no slow down in momentum for car maker, Subaru of America, Inc., the comp:

The company sold 14,593 units in September 2009 versus 14,491 units in September 2008, resulting in a 1-percent gain. Sales for the Subaru Outback for the month of September were up 63-percent, while sales for the Subaru Legacy were up

"This has been a breakout year for us in terms of brand awareness and consistent sales success," said Tim Colbeck, sen

	9-Sep	8-Sep	% chg	YTD 9-Sep	YTD 8-Sep	% chg
Legacy	2,762	2,228	24	21,298	17,705	20
Outback*	4,268	2,620	63	34,023	35,179	-3
Impreza	2,366	4,098	-42	37,360	37,142	1
Forester	4,839	4,804	1	60,441	44,695	35
Tribeca	358	741	-52	5,299	9,067	-42
Total**	14,593	14,191	1	158,421	143,788	10

* Includes Legacy Wagon

**2008 total does not include 1 Baja sale in 2008

"We are pleased with the efficiency that our retailers displayed in September as we were able to maintain sales even with

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
www.subaru.com.