



Media Information

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Subaru Of America Reports All-Time Record October Sales And Best Sales Month Of 2020

- Record October – monthly sales increase 11 percent over October 2019
- Best-ever October for Crosstrek
- Sixth consecutive month of 50,000+ vehicle sales in 2020

Camden, N.J., Nov 3, 2020 - Subaru of America, Inc. today reported 61,411 vehicle sales for October 2020, an 11 percent increase compared with October 2019. October also marked the sixth consecutive month of 50,000+ vehicle sales for the automaker in 2020.

As the top performing carline by volume, Outback sales increased 46 percent in October 2020 compared with the same month a year ago. Crosstrek achieved its best October ever with 14,994 sales, a 24 percent increase over the same month in 2019. BRZ posted a 97 percent increase, while WRX/STI posted 46 percent increase in October. In addition, the 3-row Ascent and Forester SUVs, posted 4 percent and 8 percent decreases over October 2019, respectively.

“October saw impressive sales across all segments and was the best October in the history of the Subaru franchise, an achievement that would be impossible without the perseverance of our dedicated retailer network,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “As we head into the season of giving, we look forward to celebrating the thirteenth anniversary of the [Subaru Share the Love® Event](#) with its tradition of giving back to local and national charities.”

“Momentum for the Forester, Crosstrek and Outback helped Subaru achieve the strongest sales month of the year,” said Jeff Walters, Senior Vice President of Sales. “Setting this record is a testament to our retailers’ efforts to deliver the best purchase and service experience possible to our customers.”

Following eleven consecutive years of sales records, Subaru reported year-to-date sales of 497,971, a 14 percent decrease compared to the same period in 2019.

Carline	Oct-20	Oct-19	% Chg	Oct-20	Oct-19	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,697	15,910	-7.6%	148,779	147,357	1.0%
Impreza	4,329	5,696	-24.0%	36,484	54,989	-33.7%
WRX/STI	2,060	1,409	46.2%	17,496	18,776	-6.8%
Ascent	5,865	6,091	-3.7%	55,700	66,133	-15.8%

Legacy	2,490	2,670	-6.7%	22,526	28,847	-21.9%
Outback	16,755	11,506	45.6%	123,101	152,036	-19.0%
BRZ	221	112	97.3%	1,967	2,088	-5.8%
Crosstrek	14,994	12,137	23.5%	91,918	110,634	-16.9%
TOTAL	61,411	55,531	10.6%	497,971	580,860	-14.3%

Subaru of America recently announced the return of its annual [Subaru Share the Love® Event](#) for 2020. Entering the program's thirteenth consecutive year, Subaru and participating retailers hope to exceed a grand total of \$200 million donated to charities since the inception of the Subaru Share the Love Event. From November 19, 2020, through January 4, 2021, Subaru will donate \$250 for every new Subaru vehicle purchased or leased to the customer's choice of the following national charities: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America and National Park Foundation or a hometown charity selected by participating Subaru retailers.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).