



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST-EVER JANUARY SALES

- Best January ever – monthly sales increase 0.25 percent over January 2020
- Best January ever for Crosstrek

Camden, N.J., Feb 2, 2021 - Subaru of America, Inc. today reported 46,400 vehicle sales for January 2021, a 0.25 percent increase compared to January 2020, and the best January in the history of the company.

“We are proud to report that Subaru of America, Inc. will start calendar year 2021 with an all-time January sales record, an accomplishment we could not have achieved without our dedicated retailers,” said Thomas J. Doll, President and CEO. “January was particularly special for Subaru as we announced our continued commitment to helping those who are facing hunger by donating [100 million meals* to Feeding America.](#)”

January marked the ninth consecutive month of 40,000+ vehicle sales for the automaker. Crosstrek achieved its best January ever with 10,431 vehicle sales. Outback posted a 3.6 percent increase, while WRX/STI posted an 11.2 percent increase compared to January 2020. BRZ sales for January 2021 increased 45.5 percent compared to the same month in 2020. In addition, 13,207 Forester SUVs were delivered in January, making it the top carline by volume.

“We exceeded our sales target for January and look forward to continuing the momentum in the coming months,” said Jeff Walters, Senior Vice President of Sales. “From our award-winning vehicle line-up, consumers were particularly drawn to the Outback, Forester and Crosstrek, three SUVs that offer safety and reliability ideal for navigating winter weather.”

Carline	Jan-21	Jan-20	% Chg
	MTD	MTD	MTD
Forester	13,207	13,209	-0.0%
Impreza	2,771	3,978	-30.3%
WRX/STI	1,555	1,399	11.2%
Ascent	4,743	5,606	-15.4%
Legacy	1,746	2,471	-29.3%
Outback	11,784	11,379	3.6%
BRZ	163	112	45.5%
Crosstrek	10,431	8,131	28.3%

TOTAL	46,400	46,285	0.25%
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In January, Subaru of America, Inc., joined by its two regional independent distributors, Subaru of New England and Subaru Distributors Corp., announced its continued commitment to supporting people affected by the COVID-19 pandemic by helping provide an additional 100 million meals* to [Feeding America®](#). This donation is double the [automaker's April 2020 donation](#), in which they helped provide 50 million meals to the hunger-relief organization. Furthermore, participating Subaru retailers nationwide have made supplemental donations to their local Feeding America member food banks, currently totaling an additional 5.7 million meals* to those in need, totaling 105 million meals donated from Subaru. To learn more or contribute, visit: [Feeding America](#).

* \$1 helps to provide at least ten meals secured by Feeding America® on behalf of local member food banks

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. For additional information visit [media.subaru.com](#). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).