



Media Information

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SUBARU OF AMERICA, INC. REPORTS FEBRUARY SALES

- Best February ever for Crosstrek

Camden, N.J., Mar 2, 2021 - Subaru of America, Inc. today reported 48,300 vehicle sales for February 2021, a 6.6 percent decrease compared to the February sales record set in 2020 (51,695). The automaker also reported year-to-date sales of 94,700, a 3.4 percent decline compared to the same period in 2020.

“In February, Mother Nature brought us a multitude of challenges; however, we are proud of the ways our dedicated network of retailers, distributors and employees persevered,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “As we head into Spring, we expect even stronger demand for our award-winning lineup of exceptional products.”

February marked the tenth consecutive month of 40,000+ vehicle sales for the automaker. Crosstrek achieved its best February ever with 10,691 vehicle sales, an increase of 29 percent compared to February 2020. BRZ sales for February 2021 increased 7.8 percent compared to the same month in 2020. In addition, 13,482 Forester SUVs were delivered in February, making it the top carline by volume.

Also in February, Subaru announced that its 2021 vehicle lineup offers nine TOP SAFETY PICK awards from the [Insurance Institute for Highway Safety](http://www.iihs.org) (IIHS), five TOP SAFETY PICK+ awards and four TOP SAFETY PICK awards. With a total of nine IIHS awards, Subaru is tied for the most awards earned by an individual brand.

“Subaru retailers continue to rise to the challenge and deliver strong results in a difficult marketplace,” said Jeff Walters, Senior Vice President of Sales. “Our vehicles earned significant recognition this month, with the Insurance Institute for Highway Safety (IIHS) naming nine Subaru vehicles as TOP SAFETY PICK awards and giving Subaru the distinction of having more IIHS TOP SAFETY PICK+ awards than any other brand since 2013.”

Carline	Feb-21	Feb-20	% Chg	Feb-21	Feb-20	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	13,482	16,458	-18.1%	26,689	29,667	-10.0%
Impreza	2,708	3,916	-30.9%	5,479	7,894	-30.6%
WRX/STI	1,721	1,787	-3.7%	3,276	3,186	2.8%
Ascent	4,619	5,982	-22.8%	9,362	11,588	-19.2%

Legacy	2,234	2,434	-8.2%	3,980	4,905	-18.9%
Outback	12,666	12,665	0.0%	24,450	24,044	1.7%
BRZ	179	166	7.8%	342	278	23.0%
Crosstrek	10,691	8,287	29.0%	21,122	16,418	28.7%
TOTAL	48,300	51,695	-6.6%	94,700	97,980	-3.4%

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 plants and [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 has donated more than \$200 million to causes the Subaru family cares about, and its employees have logged more than 63,000 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.

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