



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OF AMERICA, INC. REPORTS MAY SALES

- May sales increase 9 percent over May 2020
- Best-ever May for Forester and WRX/STI

Camden, N.J., Jun 2, 2021 - Subaru of America, Inc. today reported 56,558 vehicle sales for May 2021, an 8.8 percent increase compared to May 2020 when the coronavirus pandemic impacted the global economy at large. The automaker also reported year-to-date sales of 278,373, a 30.6 percent gain compared with the same period in 2020.

“In May, based on their total inventory available for sale, our retailers were tremendously efficient in their sales activities in order to achieve these impressive results,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “In addition, our retailers did a sensational job of showcasing ‘why’ Subaru products are the preferred selection for those customers looking for the complete package... an adventure-ready and fun vehicle, combined with award-winning safety technology. We expect our momentum to continue with the arrival of the all-new 2022 [Outback Wilderness™](#) this summer.”

May 2021 marked the thirteenth consecutive month of 40,000+ vehicle sales for Subaru. Forester was again the top performer by volume for the month with 20,006 sales, an increase of 12 percent over prior year and its best-ever May. WRX/STI also achieved its best May ever with 3,169 sales, an increase of 40.5 percent compared to the same month in 2020. Outback posted a 23 percent increase, while Crosstrek posted an increase of 5.6 percent compared to May 2020.

“Consumers looking for class-leading vehicles continue to flock to Subaru retailers, and we are seeing strong demand for the features Subaru has to offer, including unmatched performance, value, and safety capabilities,” said Jeff Walters, Senior Vice President of Sales, Subaru of America, Inc. “As anticipated, the global microchip shortage continues to impact production and inventory levels throughout the auto industry.”

Carline	May-21	May-20	% Chg	May-21	May-20	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	20,006	17,859	12.0%	87,152	66,370	31.3%
Impreza	2,946	3,085	-4.5%	15,508	15,231	1.8%
WRX/STI	3,169	2,255	40.5%	11,918	8,163	46.0%
Ascent	4,310	5,740	-24.9%	23,181	25,318	-8.4%
Legacy	2,101	1,954	7.5%	10,870	9,847	10.4%

Outback	13,994	11,382	23.0%	71,225	52,059	36.8%
BRZ	19	227	-91.6%	720	724	-0.6%
Crosstrek	10,013	9,486	5.6%	57,799	35,491	62.9%
TOTAL	56,558	51,988	8.8%	278,373	213,203	30.6%

Subaru of America, Inc. recently announced that it will continue its longtime partnership with [The Leukemia & Lymphoma Society](#) (LLS) for the sixth consecutive year during [Subaru Loves to Care](#) month in June. The automaker, and a record 606 participating Subaru retailers nationwide, will support more than 40,000 blood cancer patients by mailing blankets and messages of hope, handwritten with love and care by Subaru retailers and customers, directly to patients' homes. Visitors to participating Subaru retailers will be given the opportunity to write personalized messages of support to cancer patients in their local communities. Since 2016, Subaru and its retailers nationwide have donated over 167,000 warm blankets to patients fighting blood cancers, delivering hope along with information on trusted support from LLS.

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 and the SOA Foundation have donated more than \$270 million to causes the Subaru family cares about, and its employees have logged nearly 78,000 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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