



Media Information

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SUBARU OF AMERICA, INC. REPORTS JULY SALES

- Best July ever: Crosstrek

Camden, N.J., Aug 3, 2021 - Subaru of America, Inc. today reported 50,125 vehicle sales for July 2021, a 2.6 percent decrease compared to July 2020 due to reduced inventory resulting from the global microchip shortage. The automaker also reported year-to-date sales of 371,375, a 16.6 percent gain compared with the same period in 2020.

“Given our very low day’s supply, Subaru of America is immensely proud of our retailers’ sales efficiency amidst the ongoing global microchip shortage that has affected the automotive industry,” said Thomas J. Doll, President & CEO of Subaru of America, Inc. “In July, Subaru was also excited to learn that our brand won the J.D. Power award for Best Brand Loyalty for the third consecutive year. Subaru received the highest overall score across mass market (non-luxury) and luxury automakers, showcasing the longevity, value, trust, and performance that our owners know they can expect from Subaru.”

Outback was the top performer by volume for the month with 14,058 vehicles, an increase of 15.6 percent over July 2020. Crosstrek achieved its best July ever with 13,402 vehicles, an increase of 50.4 percent compared to the same month a year ago. Year-to-date, Crosstrek posted a 42 percent increase, while Outback and WRX/STI carlines each posted an increase of 36 percent compared to 2020.

In July, Subaru was awarded top honors in the J.D. Power 2021 Best Brand Loyalty Award. With a loyalty rate of 61.8%, the automaker earned “Best Brand Loyalty in the Automotive Industry” for the third year in a row. Customer loyalty is based on the percentage of vehicle owners who choose the same brand when trading in or purchasing their next vehicle.

“Car buyers continue to show excitement for our standout SUV lineup, with the Crosstrek, Outback, and Forester continuing to perform well given supply constraints,” said Jeff Walters, Senior Vice President of Sales. “Despite industry-wide challenges, Subaru continues to earn the attention of car buyers looking for capable, safe and fun-to-drive vehicles that they can rely on.”

Carline	Jul-21	Jul-20	% Chg	Jul-21	Jul-20	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	12,235	15,313	-20.1%	108,200	101,173	7.0%

Impreza	706	4,259	-83.4%	17,871	22,879	-21.9%
WRX/STI	2,305	1,845	24.9%	16,577	12,178	36.1%
Ascent	5,044	6,075	-17.0%	33,417	37,472	-10.8%
Legacy	2,375	2,629	-9.7%	15,296	14,530	5.3%
Outback	14,058	12,158	15.6%	101,677	74,467	36.5%
BRZ	0	266	-100.0%	721	1,228	-41.3%
Crosstrek	13,402	8,913	50.4%	77,616	54,645	42.0%
TOTAL	50,125	51,458	-2.6%	371,375	318,572	16.6%

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