



Media Information

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SUBARU OF AMERICA, INC. REPORTS FEBRUARY SALES RESULTS

- Best February ever for Crosstrek

Camden, N.J., Mar 1, 2022 - Subaru of America, Inc. (SOA) today reported 44,866 vehicle sales for February 2022, a 7.1 percent decrease compared with February 2021 (48,300). Semiconductor shortages and supply chain issues continue to impact manufacturers across the automotive industry, including SOA.

“Our retailers have been incredibly successful in sustaining a stellar car-buying and ownership experience despite supply chain challenges,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “We also are proud to offer the safest, most reliable vehicles on the market. This month, our 2022 lineup captured six IIHS TOP SAFETY PICK awards, continuing our leadership as the brand with the most IIHS TOP SAFETY PICK + awards since 2013.” *
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In February, Crosstrek was the top performer by volume and achieved its best February ever with 14,476 vehicle sales. Ascent sales for February 2022 increased 12.2 percent, while Impreza sales increased 30 percent compared to February 2021. BRZ sales for February 2022 increased 95 percent compared to the same month in 2021.

“Our retailers are continuing an impressive streak of sales efficiency records despite supply chain challenges,” said Jeff Walters, Senior Vice President of Sales. “Enthusiasm for Subaru vehicles remains high. Crosstrek had its best February ever, and reservations surpassed all expectations for our newest carline, the Subaru Solterra EV, with a lengthy waiting list.”

Within the first 72 hours of opening the reservation system, ready-to-purchase customers filled nearly all reservations for the 2023 Subaru Solterra.

Carline	Feb-22 MTD	Feb-21 MTD	% Chg MTD	Feb-22 YTD	Feb-21 YTD	% Chg YTD
Forester	11,255	13,482	-16.5%	24,786	26,689	-7.1%
Impreza	3,520	2,708	30%	6,459	5,479	17.9%
WRX/STI	31	1,721	-98.2%	372	3,276	-88.6%
Ascent	5,181	4,619	12.2%	10,651	9,362	13.8%
Legacy	1,417	2,234	-36.6%	2,909	3,980	-26.9%
Outback	8,637	12,666	-31.8%	19,164	24,450	-21.6%

BRZ	349	179	95%	680	342	98.8%
Crosstrek	14,476	10,691	35.4%	24,003	21,122	13.6%
TOTAL	44,866	48,300	-7.1%	89,024	94,700	-6.0%

*Claim applies to U.S.-spec vehicles. Based on research conducted by Subaru of America and Subaru Canada.

** As of February 2022.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](#), [Instagram](#), [TikTok](#), and [YouTube](#).