



Media Information

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SUBARU OF AMERICA, INC. REPORTS OCTOBER 2022 SALES INCREASE 31.9 PERCENT OVER OCTOBER 2021

Camden, N.J., Nov 1, 2022 - Subaru of America, Inc. (SOA) today reported 48,568 vehicle sales for October 2022, a 31.9 percent increase compared with October 2021 (36,817). The automaker also reported year-to-date sales of 449,683 a 10 percent decrease compared with the same period in 2021. Subaru continues to face inventory challenges as the result of microchip and supply chain issues affecting automakers across the globe.

“Subaru retailers went above and beyond to deliver strong results this October, surpassing our sales from the same time last year by a wide margin,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “In October, our retailers also showcased what it means to be More than a Car Dealer by hosting pet adoption events throughout the country as part of our Subaru Loves Pets initiative. Their efforts have helped pets in shelters find the loving homes they deserve, and we thank them for their dedication to animal welfare.”

In October, Crosstrek was the top performer by volume with 13,635 sales and a 28.74 percent increase compared with the same period in 2021. The Forester saw a 148.01 percent increase compared to October 2021, while the Outback increased by 40.29 percent. Year to date, the Ascent posted a 5.77 percent increase, while the BRZ posted an increase of 263 percent.

“Despite ongoing supply chain challenges industry-wide, October was a strong month for Subaru and we exceeded our October 2021 sales results,” said Jeff Walters, Senior Vice President of Sales. “We expect to see continued strength in demand as we head toward the holiday season and car buyers look for vehicles that are both family-friendly and adventure-ready.”

Carline	Oct-22	Oct-21	% Chg	Oct-22	Oct-21	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	5,029	5,221	-3.7%	51,051	48,264	5.7%
BRZ	278	24	1,058.3%	2,708	746	263%
Crosstrek	13,635	10,591	28.7%	128,979	111,658	15.5%
Forester	11,954	4,820	148.0%	91,359	137,074	-33.4%
Impreza	2,861	3,512	-18.5%	25,490	26,335	-3.2%
Legacy	1,155	1,315	-12.2%	18,314	20,010	-8.5%

Outback	11,992	8,548	40.3%	117,396	131,526	-10.7%
WRX/STI	1,664	2,786	-40.3%	14,386	24,006	-40.1%
TOTAL	48,568	36,817	31.9%	449,683	499,619	-10%

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 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](#).