

Media Information



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SUBARU OF AMERICA, INC. REPORTS FEBRUARY SALES INCREASE

- Best-ever February for Crosstrek and WRX
- Seven consecutive months of yearly month-over-month growth
- February sales up 2.1 percent

Camden, N.J., Mar 1, 2023 - Subaru of America, Inc. (SOA) today reported 45,790 vehicle sales for February 2023, a 2.1 percent increase compared with February 2022 (44,866). February also marked the seventh consecutive month of month-over-month sales increases for the automaker.

"February was another strong month for Subaru as we look to move beyond the supply chain issues of the past few years. We'd like to thank our retailers for their unparalleled commitment to enhancing the customer experience and ensuring that car buyers are treated to not only the best vehicles, but also to the best purchase and service experience possible," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "Subaru vehicles continue to be the safest, most reliable vehicles on the market. This month, IIHS named the Ascent, Outback and Solterra (built after October 2022) SUVs a 2023 *TOP SAFETY PICK+*, and the Forester and Legacy earned the 2023 IIHS *TOP SAFETY PICK* award."

In February, Crosstrek was the top performer by volume. Crosstrek and WRX sales were notably strong as each model achieved its best February ever. Crosstrek sales for February 2023 increased 2.4 percent over the same month in 2022, while WRX posted an 8,280.7 percent increase in February. Outback sales for February 2023 increased 5.5 percent, and Legacy sales increased 7.7 percent compared to February 2022. In addition, 347 of the new Solterra EV were delivered in February.

"We had a strong showing in February and our seventh consecutive monthly increase. Subaru car buyers are looking for the adventurous driving experience our vehicles offer. Crosstrek, in particular, continues to impress with its best February ever, and the all-new 2024 Crosstrek starting production last week," said Jeff Walters, Senior Vice President of Sales. "We're focused on meeting the increasing demand for our cars, while delivering the signature high-quality car buying experience Subaru is known for."

Carline	Feb-23	Feb-22	% Chg	Feb-23	Feb-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	4,406	5,181	-15.0%	8,988	10,651	-15.6%
BRZ	368	349	5.4%	700	680	2.9%

Crosstrek	14,816	14,476	2.4%	27,522	24,003	14.7%
Forester	10,030	11,255	-10.9%	20,144	24,786	-18.7%
Impreza	2,591	3,520	-26.4%	5,042	6,459	-21.9%
Legacy	1,526	1,417	7.7%	2,795	2,909	-3.9%
Outback	9,108	8,637	5.5%	19,522	19,164	1.9%
Solterra	347	0	0.0%	846	0	0.0%
WRX	2,598	31	8,280.7%	4,604	372	1137.6%
TOTAL	45,790	44,866	2.1%	90,163	89,024	1.3%

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](#).