



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. APRIL SALES GROW 11.5 PERCENT

- Nine consecutive months of yearly month-over-month growth

Camden, N.J., May 2, 2023 - Subaru of America, Inc. (SOA) today reported 51,014 vehicle sales for April 2023, an 11.5 percent increase compared with April 2022 (45,748). SOA also reported year-to-date sales of 194,390, a 9.2 percent increase compared with the same period in 2022.

“We’re continuing our sales winning streak with an 11.5 percent increase compared to April 2022 and our ninth consecutive month with a sales increase. It’s a testament to our retailers’ efficiency and dedication,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “Together with our retailers, we pride ourselves on being More Than a Car Company. We were recognized for this in April, with Forbes naming Subaru the number one automotive company on its list of [Best Brands for Social Impact](#) in 2023.”

In April, Outback was the top performer by volume with 15,263 vehicle sales. Impreza sales for April 2023 increased 112.7 percent over the same month in 2022, while WRX posted a 78.2 percent increase in April. BRZ sales for April 2023 increased 70.1 percent, and Forester sales increased 57.4 percent compared to April 2022. In addition, 603 of the all-electric Solterra SUVs were delivered in April.

“Spring sales continue to heat up, and we’re seeing particular momentum around our Wilderness models, which balance safety and reliability with the off-road capabilities car buyers are looking for,” said Troy Poston, Senior Vice President of Sales. “Now there is even more to love from our Wilderness line with the announcement of our all-new 2024 Crosstrek Wilderness, which hits showrooms this fall.”

Carline	Apr-23	Apr-22	% Chg	Apr-23	Apr-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	5,965	5,228	14.1%	20,747	19,926	4.1%
BRZ	507	298	70.1%	1,492	1,269	17.6%
Crosstrek	10,310	12,017	-14.2%	51,872	49,480	4.8%
Forester	9,651	6,130	57.4%	40,059	37,488	6.9%
Impreza	3,554	1,671	112.7%	12,398	10,459	18.5%
Legacy	2,494	2,397	4.1%	7,554	7,917	-4.6%
Outback	15,263	16,510	-7.6%	48,030	49,482	-2.9%

Solterra	603	0	0.0%	1,962	0	0.0%
WRX	2,667	1,497	78.2%	10,276	2,073	395.7%
TOTAL	51,014	45,748	11.5%	194,390	178,094	9.2%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).