



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. REPORTS JULY 2023 SALES INCREASE OF 21 PERCENT

- July marks 12 consecutive months of yearly month-over-month growth

Camden, N.J., Aug 1, 2023 - Subaru of America, Inc. (SOA) today reported 12 consecutive months of increased sales with 50,389 vehicles sold for July 2023, a 21 percent increase compared with July 2022 (41,536). SOA also reported year-to-date sales of 354,481, a 16 percent increase compared with the same period in 2022.

“July was another strong month, with a double-digit sales increase compared to July 2022,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “The credit goes to our dedicated network of retailers, employees and distributor partners whose efforts have led us to achieve our 12th consecutive month of sales growth – an exciting milestone for all of us at Subaru.”

In July, Forester was the top performer by volume with 14,504 vehicle sales and an increase of 87 percent over the same month in 2022. Outback sales posted a 44 percent increase in July, while BRZ increased by 36 percent compared to July 2022. Legacy and Impreza sales increased by 35 and 26 percent, respectively, compared to July 2022. Year to date, WRX posted a 98 percent increase, while the BRZ carline posted an increase of 49 percent compared to the same period in 2022.

“We’re closing July with another month of consecutive sales growth and poised to continue the momentum as we head into late summer,” said Troy Poston, Senior Vice President of Sales. “July also marked the return of Forester to the top of the sales list among our strong collection of adventure-ready vehicles. Enthusiasm for our Wilderness models – available in Outback, Forester and, coming soon, Crosstrek – remains exceptionally high as car buyers plan their next adventure.”

Carline	Jul-23	Jul-22	% Chg	Jul-23	Jul-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	4,281	4,489	-4.6%	37,422	35,420	5.6%
BRZ	311	228	36.4%	2,823	1,891	49.3%
Crosstrek	11,241	14,076	-20.1%	87,371	84,126	3.9%
Forester	14,504	7,737	87.5%	75,814	58,674	29.2%
Impreza	2,800	2,228	25.7%	22,091	16,554	33.5%
Legacy	2,170	1,610	34.8%	14,130	13,945	1.3%

Outback	12,430	8,638	43.9%	93,833	85,979	9.1%
Solterra	758	0	0.0%	3,730	0	0.0%
WRX	1,894	2,530	-25.1%	17,267	8,742	97.5%
TOTAL	50,389	41,536	21.3%	354,481	305,331	16.1%

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](#).