



Media Information

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SUBARU OF AMERICA, INC. OCTOBER 2023 SALES GROW 10.7 PERCENT

- 15 consecutive months of continued yearly month-over-month growth
- Year-to-date sales up 15.9 percent
- Best-ever month for Solterra
- Forester top seller for fourth consecutive month – up 29 percent

Camden, N.J., Nov 1, 2023 - Subaru of America, Inc. (SOA) today reported 15 consecutive months of increased sales with 53,772 vehicles sold for October 2023, a 10.7 percent increase compared with October 2022 (48,568). SOA also reported year-to-date sales of 520,995, a 15.9 percent increase compared with the same period in 2022.

“October was a resounding success with our fifteenth consecutive month of sales increases, a testament to the strength of Subaru vehicles, retailers and values,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “Our commitment to being More Than a Car Company continues to drive our success, and our retailers carry that through by forging meaningful community connections. This was most recently realized through our Subaru Loves Pets initiative with hundreds of pet adoption events across the country where our combined efforts helped find homes for thousands of shelter pets.”

In October, Solterra achieved its best-ever month, building upon five consecutive months of sales increases. Forester remained the top performer by volume for the fourth month in a row with 15,479 vehicle sales and an increase of 29 percent over the same month in 2022. Crosstrek and Outback posted robust sales of 13,768 and 12,396 vehicle sales respectively, while Legacy sales remained strong with an 88 percent increase compared to the same period in 2022.

“Another month of sales growth is in the books thanks to the hard work that our Subaru retailers put into being More Than a Car Dealer,” said Troy Poston, Senior Vice President of Sales. “We expect to see even more demand for the quality, safety and reliability of Subaru vehicles as we head into the holiday season and our annual Subaru Share the Love Event.”

Carline	Oct-23	Oct-22	% Chg	Oct-23	Oct-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	4,374	5,029	-13%	51,255	51,051	0.4%
BRZ	291	278	4.7%	3,652	2,708	34.9%
Crosstrek	13,768	13,635	.9%	128,400	128,979	-0.5%

Forester	15,479	11,954	29.5%	121,824	91,359	33.4%
Impreza	2,662	2,861	-6.9%	29,826	25,490	17%
Legacy	2,172	1,155	88.1%	21,794	18,314	19%
Outback	12,396	11,992	3.4%	135,277	117,396	15.2%
Solterra	1,210	0	0.0%	6,973	0	0.0%
WRX	1,420	1,664	-14.7%	21,994	14,386	52.9%
TOTAL	53,772	48,568	10.7%	520,995	449,683	15.9%

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](#).