



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 REPORTS NOVEMBER 2023 SALES UP 6.4 PERCENT

- 16 consecutive months of continued yearly month-over-month growth
- Year-to-date sales up 14.9 percent
- Best-ever November for Crosstrek
- Forester top seller for fifth consecutive month – up 64 percent

Camden, N.J., Dec 1, 2023 - Subaru of America, Inc. (SOA) today reported 16 consecutive months of increased sales with 53,327 vehicles sold for November 2023, a 6.4 percent increase compared with November 2022 (50,138). SOA also reported year-to-date sales of 574,322, a 14.9 percent increase compared with the same period in 2022.

“We are geared up to end the year on a high note, achieving sixteen consecutive months of sales increases and continuing to offer the safety, reliability, and adventure that customers are looking for,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “And now through Tuesday, January 2, 2024, there are even more reasons to choose Subaru thanks to our Subaru Share the Love® Event. With the help of our retailers, we’re proud to be donating \$300 to car buyers’ choice of charity, helping them give back to deserving organizations across the country*.”

Last month, Crosstrek achieved its best November ever with sales of 14,994. Forester remained the top performer by volume for the fifth month in a row with 15,089 vehicle sales and an increase of 64 percent over the same month in 2022. Outback sales also remained strong with 12,233 vehicles sold in November.

“Enthusiasm for Subaru vehicles remains high and has helped us put another month of consecutive sales growth under our belts,” said Troy Poston, Senior Vice President of Sales. “Car buyers have a lot to look forward to, including the 2025 Forester which we recently debuted at the LA Auto Show. We’re excited for the spring availability of that sixth-generation SUV offering the most advanced features, modern design, and improved ride comfort in its history.”

Carline	Nov-23	Nov-22	% Chg	Nov-23	Nov-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	4,292	5,673	-24.3%	55,547	56,724	-2.1%
BRZ	263	312	-15.7%	3,915	3,020	29.6%
Crosstrek	14,994	12,672	18.3%	143,394	141,651	1.2%
Forester	15,089	9,211	63.8%	136,913	100,570	36.1%

Impreza	2,370	2,861	-17.2%	32,196	28,351	13.6%
Legacy	1,838	2,166	-15.1%	23,632	20,480	15.4%
Outback	12,233	15,069	-18.8%	147,510	132,465	11.4%
Solterra	943	94	903.2%	7,916	94	8321.3%
WRX	1,305	2,080	-37.3%	23,299	16,466	41.5%
TOTAL	53,327	50,138	6.4%	574,322	499,821	14.9%

As year-end approaches, the [Subaru Share the Love® Event](#) has returned for its 16th consecutive year. The philanthropic event runs from November 16, 2023, through January 2, 2024, at more than 630 retailers nationwide. For every new Subaru vehicle purchased or leased at any participating Subaru retailer, Subaru will donate \$250 to the purchaser's choice of returning national charity beneficiaries; [The American Society for the Prevention of Cruelty to Animals® \(ASPCA®\)](#), [Make-A-Wish®](#), [Meals on Wheels America](#), or the [National Park Foundation](#), as well as more than 800 local charities.* Retailers can select up to two hometown charities in their local communities to receive at least an additional \$50 for each vehicle sold or leased. By the end of this year's event, Subaru and its retailers are aiming to donate more than \$285 million to national and hometown charities since the Subaru Share the Love Event started in 2008.

*Subaru will donate \$250 for every new Subaru vehicle sold or leased from November 16, 2023, through January 2, 2024, to four national charities designated by the purchaser or lessee. Pre-approved Hometown Charities may be selected for donation depending on retailer participation. For every new Subaru vehicle sold or leased during the campaign period, participating retailers will donate a minimum of \$50 in total to their registered Hometown Charities. Subaru will donate a total of \$5 to their registered Hometown Charities for every Subaru vehicle routine service visit during the campaign period. A routine visit includes customer payment of \$5 or greater, or any service that includes a genuine Subaru oil filter. Purchasers/lessees must make their charity designations by January 12, 2024. The four national charities will receive a guaranteed minimum donation of \$250,000 each. See your local Subaru retailer for details or visit [subaru.com/share](#). All donations made by Subaru of America, Inc.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect 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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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](#).