



Media Information

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SUBARU OF AMERICA REPORTS JANUARY 2024 SALES RESULTS

- 18 consecutive months of continued yearly month-over-month growth
- Forester regains top seller position – up 24.8 percent

Camden, N.J., Feb 1, 2024 - Subaru of America, Inc. (SOA) today reported 44,510 vehicle sales for January 2024, a 0.3 percent increase compared with January 2023. January also marked the 18th consecutive month of month-over-month sales increases for the automaker.

“January was a strong sales start thanks to the hard work and commitment of our retailers,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “With new models poised to join our current lineup of trusted vehicles, we have big goals for 2024 and we are confident it will be a winning year.”

Forester regained its position as the top performer by volume with 12,619 vehicle sales, a 24.8 percent increase over the same month in 2023. Crosstrek sales followed closely behind with 11,325 vehicles sold in January, and Outback sales also remained strong with 11,300 vehicles sold. In addition to these sales volume leaders, Legacy posted a 17.5 percent increase over the same month in 2023.

“Subaru’s sales results in January continued an 18-month streak of consecutive year over year increases as retailers have doubled down on providing a customer experience that sets Subaru apart,” said Troy Poston, Senior Vice President of Sales. “Car buyers have increasingly more and more reasons to choose Subaru as we meet their needs with a line of vehicles that match their lifestyles.”

Carline	Jan-24 MTD	Jan-23 MTD	% Chg MTD	Jan-24 YTD	Jan-23 YTD	% Chg YTD
Ascent	3,718	4,582	-18.9%	3,718	4,582	-18.9%
BRZ	250	332	-24.7%	250	332	-24.7%
Crosstrek	11,325	12,706	-10.9%	11,325	12,706	-10.9%
Forester	12,619	10,114	24.8%	12,619	10,114	24.8%
Impreza	2,255	2,451	-8%	2,255	2,451	-8%
Legacy	1,492	1,270	17.5%	1,492	1,270	17.5%
Outback	11,300	10,416	8.5%	11,300	10,416	8.5%
Solterra	379	499	-24.1%	379	499	-24.1%
WRX	1,172	2,006	-41.6%	1,172	2,006	-41.6%

TOTAL	44,510	44,376	0.3%	44,510	44,376	0.3%
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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](#).