



Media Information

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SUBARU OF AMERICA REPORTS APRIL SALES UP 9.5 PERCENT

- April sales up 9.5 percent
- Forester remains top seller – up 85 percent
- Best-ever month for Solterra
- 21 consecutive months of yearly month-over-month growth

Camden, N.J., May 1, 2024 - Subaru of America, Inc. (SOA) today reported 55,863 vehicle sales for April 2024, a 9.5 percent increase compared with April 2023 (51,014). SOA also reported year-to-date sales of 208,859, a 7.4 percent increase compared with the same period in 2023.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “April marked another consecutive month of strong sales bolstered by the efforts of our retailers. It was also a notable month when we were once again recognized on the Forbes list of Best Brands for Social Impact, retaining our position as number two overall among over 3,000 rated brands, and as the top automotive brand. Working together with our retailers, we are proud to be making an impact and appreciate the recognition by the public and our customers.”

In April, Forester remained the top seller, with 17,850 vehicles sold, an 85 percent increase compared to April 2023. Outback also continued to have a strong showing, with 13,131 vehicle sales. Crosstrek sales followed closely behind, with 12,127 vehicles sold, a 17.6 percent increase over April 2023.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “As new models make their way to our retailers, we are confident that customers will be able to find Subaru vehicles like the Forester that continue to be the industry’s top-rated models for safety even as the bar continues to be raised. Car buyers are seeing Subaru’s growing model lineup become one of the strongest in our history, and we look forward to offering them the value, reliability, and longevity that our brand is known for.”

Carline	April-24 MTD	April-23 MTD	% Chg MTD	April-24 YTD	April-23 YTD	% Chg YTD
Ascent	4,975	5,965	-16.6%	17,658	20,747	-14.9%
BRZ	178	507	-64.9%	944	1,492	-36.7%
Crosstrek	12,127	10,310	17.6%	50,532	51,872	-2.6%
Forester	17,850	9,651	85%	66,396	40,059	65.8%
Impreza	2,575	3,554	-27.6%	10,009	12,398	-19.3%

Legacy	1,685	2,494	-32.4%	6,083	7,555	-19.5%
Outback	13,131	15,263	-14%	48,344	48,032	0.7%
Solterra	1,456	603	141.5%	2,603	1,962	32.7%
WRX	1,886	2,667	-29.3%	6,290	10,276	-38.8%
TOTAL	55,863	51,014	9.5%	208,859	194,393	7.4%

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](#).