



# Media Information

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## SUBARU OF AMERICA REPORTS MAY 2024 SALES INCREASE

- May sales up seven percent
- Outback achieves top seller position
- Best-ever month for Solterra
- 22 consecutive months of yearly month-over-month growth

Camden, N.J., Jun 3, 2024 - Subaru of America, Inc. (SOA) today reported 58,356 vehicle sales for May 2024, a seven percent increase compared with May 2023 (54,531). SOA also reported year-to-date sales of 267,215, a 7.3 percent increase compared with the same period in 2023.

**Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.:** “Subaru’s retailers continued to drive our growth and dedication to customers with our twenty-second consecutive month of sales increases. We’re also proud to have moved up a spot to number 15 in the [2024 Axios Harris Poll 100 Reputation Rankings](#), which measures the public reputation of top companies in America, building our status as a trusted household name.”

Outback was the top seller with 16,506 vehicles sold, followed closely by Forester with 15,345 vehicles sold, a 45 percent increase over May 2023. Crosstrek also had a strong month with 13,836 vehicles sold, a 32.3 percent increase over the same month in 2023. Solterra achieved its best month ever at 1,546 vehicles sold, beating its previous record (1,456) from last month.

**Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.:** “May was another milestone month for Subaru with strong sales and continued recognition of our focus on safety. With numerous models in our lineup receiving notable recommendations as top choices for teen drivers, we’re confident that the Subaru family will continue to grow for generations to come.”

Carline	May-24 MTD	May-23 MTD	% Chg MTD	May-24 YTD	May-23 YTD	% Chg YTD
Ascent	5,277	6,505	-18.9%	22,935	27,252	-15.8%
BRZ	227	638	-64.4%	1,171	2,130	-45%
Crosstrek	13,836	10,456	32.3%	64,368	62,328	3.3%
Forester	15,345	10,582	45%	81,741	50,641	61.4%
Impreza	2,419	3,939	-38.6%	12,428	16,337	-23.9%
Legacy	1,527	2,058	-25.8%	7,610	9,613	-20.8%

Outback	16,506	17,146	-3.7%	64,850	65,178	-0.5%
Solterra	1,546	436	254.6%	4,149	2,398	73%
WRX	1,673	2,771	-39.6%	7,963	13,047	-39.0%
<b>TOTAL</b>	<b>58,356</b>	<b>54,531</b>	<b>7%</b>	<b>267,215</b>	<b>248,924</b>	<b>7.3%</b>

**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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).