



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

Adam Leiter
(856) 488-8668
aleiter@subaru.com

SUBARU OF AMERICA REPORTS JUNE AND Q2 2024 SALES

- First half sales increase six percent
- Best-ever June for Crosstrek and Solterra
- Outback remains top seller
- 23 consecutive months of yearly month-over-month growth

Camden, N.J., Jul 2, 2024 - Subaru of America, Inc. (SOA) today reported 55,228 vehicle sales for June 2024, a 0.1 percent increase compared with June 2023 (55,168). SOA also reported year-to-date sales of 322,443, a six percent increase compared with the same period in 2023.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Subaru retailers nationwide went above and beyond in June to overcome unexpected challenges, working closely with our corporate teams to deliver the twenty-third consecutive month of sales increases. Last month was also notable for the release of our annual [Corporate Impact Report](#), detailing the results of our ongoing Subaru Love Promise initiatives and commitment to being More Than a Car Company®.”

For the second month in a row, Outback was the top seller with 16,853 vehicles sold, followed closely by Crosstrek, which had its best June ever with 15,132 vehicles sold, a 9.6 percent increase over the same month in 2023. Forester also had a strong showing with 11,108 vehicles sold, a 4.1 percent increase over June 2023. Solterra also achieved its best June ever, up 115 percent over the previous year.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “The first half of 2024 reaffirmed the demand for Subaru’s growing lineup and the importance of our commitment to safety and longevity. The strong partnership we have with our retailers helped ensure that customers could continue turning to Subaru as a trusted brand this June, and we look forward to even more people finding the right vehicle for their adventures as we roll into summer.”

Carline	June-24 MTD	June-23 MTD	% Chg MTD	June-24 YTD	June-23 YTD	% Chg YTD
Ascent	5,020	5,889	-14.8%	27,955	33,141	-15.7%
BRZ	243	382	-36.4%	1,414	2,512	-43.7%
Crosstrek	15,132	13,802	9.6%	79,500	76,130	4.4%
Forester	11,108	10,669	4.1%	92,849	61,310	51.4%

Impreza	2,464	2,954	-16.6%	14,892	19,291	-22.8%
Legacy	1,840	2,347	-21.6%	9,450	11,960	-21%
Outback	16,853	16,225	3.9%	81,703	81,403	0.4%
Solterra	1,236	574	115.3%	5,385	2,972	81.2%
WRX	1,332	2,326	-42.7%	9,295	15,373	-39.5%
TOTAL	55,228	55,168	0.1%	322,443	304,092	6%

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](#).