



# Media Information

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## SUBARU OF AMERICA REPORTS JULY SALES INCREASE

- July marks 24 consecutive months of yearly month-over-month growth
- Best-ever July for Crosstrek and Solterra

Camden, N.J., Aug 1, 2024 - Subaru of America, Inc. (SOA) today reported 51,702 vehicle sales for July 2024, a 2.6 percent increase compared with July 2023 (50,389). SOA also reported year-to-date sales of 374,145, a 5.5 percent increase compared with the same period in 2023.

**Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.:** “Thanks to the support and hard work of our dedicated Subaru retailers, July marked our twenty-fourth consecutive month of sales increases. Knowing that we offer customers some of the safest and longest-lasting vehicles on the road today reinforces our efforts to meet their needs and continue to build their trust in our brand.”

Crosstrek was the top seller, and also achieved its best July ever with 15,318 vehicles sold, a 36 percent increase over the same month in 2023. Outback followed closely behind with 14,204 vehicles sold. Forester had a strong showing with 10,682 vehicles sold and demand increasing as Subaru builds inventory transitioning to the all-new 2025 Forester model. Solterra also achieved its best July ever, up 66 percent over the previous year.

**Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.:** “Another month of strong Crosstrek and Outback sales represents positive momentum as Subaru remains positioned for growth. Likewise, Forester’s sustained recognition for outstanding safety continues to drive new and returning customers to the Subaru brand and our retailers.”

<b>Carline</b>	<b>July-24 MTD</b>	<b>July-23 MTD</b>	<b>% Chg MTD</b>	<b>July-24 YTD</b>	<b>July-23 YTD</b>	<b>% Chg YTD</b>
Ascent	4,220	4,281	-1.4%	32,175	37,422	-14%
BRZ	271	311	-12.9%	1,685	2,823	-40.3%
Crosstrek	15,318	11,241	36.3%	94,818	87,371	8.5%
Forester	10,682	14,504	-26.4%	103,531	75,814	36.6%
Impreza	2,578	2,800	-7.9%	17,470	22,091	-20.9%
Legacy	1,799	2,170	-17.1%	11,249	14,130	-20.4%
Outback	14,204	12,430	14.3%	95,907	93,833	2.2%
Solterra	1,261	758	66.4%	6,646	3,730	78.2%

WRX	1,369	1,894	-27.7%	10,664	17,267	-38.2%
<b>TOTAL</b>	<b>51,702</b>	<b>50,389</b>	<b>2.6%</b>	<b>374,145</b>	<b>354,481</b>	<b>5.5%</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](#).