



Media Information

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Dallas Region Remains Subaru Of America Inc.'S Top Performer

Automaker Breaks Sales Records for First Quarter and for Nine Consecutive Months

Cherry Hill, N.J., Apr 5, 2010 - Subaru of America, Inc. today announced another month of record-breaking sales for the Dallas region with an astonishing 118-percent increase in March 2010 sales over March 2009. The top-performing region has now posted its ninth consecutive month of record-breaking sales. March also represents the region's eleventh consecutive month of year-over-year sales increases.

"To be the sales leader for the company is a tribute to how our newly redesigned products have appealed to this market," said Troy Poston, Dallas zone director for Subaru of America. "The 2010 Subaru Outback and Legacy are selling especially well and we look forward to meeting the growing demand this region has for safe, durable and fun-to-drive Subaru vehicles."

For the Dallas region in March 2010, versus March 2009, the Subaru Outback and Legacy both posted dramatic gains. The Outback sold four times the amount it did in March 2009 with a 446-percent sales increase while the Subaru Legacy posted a 177-percent sales increase. Year-to-date sales for the Outback increased more than four times with a 440-percent increase, while Legacy sales doubled, posting a 200-percent increase.

Nationally, Subaru posted a 46-percent gain for March 2010 over March 2009 with year-to-date sales up 36-percent. The company also marked its best first quarter sales in its history.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.