



# Media Information

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## SUBARU OF AMERICA, INC. JULY SALES MARK EIGHT CONSECUTIVE MONTHS OF SALES GAINS

- Subaru year-to-date sales are up 23 percent

Cherry Hill, N.J., Jul 31, 2012 - Subaru of America, Inc. today reported record sales for the month of July of 25,183 vehicles, a 16 percent increase over July 2011. The company also reported year-to-date sales of 189,487 – an impressive 23 percent increase over prior year.

Month-over-month sales for the 36 MPG all-wheel drive Impreza doubled. The recently refreshed Outback – which is now available with new Eyesight driver assistance technology – saw a 10 percent sales increase over July 2011.

"Subaru products represent safety, value and reliability, which is exactly what customers are looking for in these turbulent economic times," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "We are pleased to continue our trend of double digit monthly sales increases, and July represents the eighth consecutive month Subaru has established monthly sales records. The arrival of the all-new XV Crosstrek is right around the corner so we expect to see continued momentum into the second half of the year."

Carline	Jul-12 MTD	Jul-11 MTD	% Chg MTD	Jul-12 YTD	Jul-11 YTD	% Chg YTD
<b>Forester</b>	<b>6453</b>	6218	3.78%	<b>43549</b>	43360	0.44%
<b>Impreza</b>	<b>4553</b>	2162	110.59%	<b>44411</b>	17099	159.73%
<b>Impreza WRX</b>	<b>925</b>	1098	-15.76%	<b>7769</b>	7271	6.85%
<b>Legacy</b>	<b>3321</b>	3644	-8.86%	<b>27593</b>	24928	10.69%
<b>Outback</b>	<b>9282</b>	8373	10.86%	<b>63336</b>	59612	6.25%
<b>Tribeca</b>	<b>151</b>	235	-35.74%	<b>1242</b>	1509	-17.69%
<b>BRZ</b>	<b>498</b>	0	0.00%	<b>1587</b>	0	0.00%
<b>TOTAL</b>	<b>25183</b>	<b>21730</b>	<b>15.89%</b>	<b>189487</b>	<b>153779</b>	<b>23.22%</b>

"Subaru buyers continue to recognize the incredible value proposition of our vehicles," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "Our buyers are savvy shoppers with active lifestyles. When shoppers seek safety, durability and a spirited drive, the Subaru line-up of vehicles offers a no-compromise solution."

### 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](http://www.subaru.com).