



Media Information

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Subaru Of America, Inc. Reports 2010 All-Time Sales Record

- Sales up 22% year-over-year and 50% in two years -
- All Model Lines Show Increase in December

Cherry Hill, N.J., Jan 3, 2011 - Subaru of America, Inc. today reported its full-year results for 2010 with record total sales of 263,820, a 22% increase over 2009, itself a record sales year.

The company broke its 2009 record as early as November 3 and has showed no signs of slowing down since that announcement. In fact, December sales of 26,694 marked the best December in the company's history by a wide margin, exceeding the previous record set in 2009 by 16%. Marking the company's consistent growth, December 2010 is also the 10th consecutive month that Subaru has retailed more than 20,000 vehicles.

	<u>Dec '10</u>	<u>Dec '09</u>	<u>% chg</u>	<u>Full Year '10</u>	<u>Full Year '09</u>	<u>% chg</u>
Forester	<u>8,068</u>	<u>7,223</u>	<u>11.7%</u>	<u>85,080</u>	<u>77,781</u>	<u>9.4%</u>
Impreza	<u>4,259</u>	<u>3,647</u>	<u>16.8%</u>	<u>44,395</u>	<u>46,611</u>	<u>-4.8%</u>
Legacy	<u>3,884</u>	<u>3,620</u>	<u>7.3%</u>	<u>38,725</u>	<u>30,974</u>	<u>25.0%</u>
Outback	<u>10,256</u>	<u>8,376</u>	<u>22.5%</u>	<u>93,148</u>	<u>55,356</u>	<u>68.3%</u>
Tribeca	<u>227</u>	<u>208</u>	<u>9.1%</u>	<u>2,472</u>	<u>5,930</u>	<u>-58.3%</u>
	<u>26,694</u>	<u>23,074</u>	<u>15.7%</u>	<u>263,820</u>	<u>216,652</u>	<u>21.8%</u>

Subaru's strong showing is a result of healthy demand for its new range of products including the Legacy, Outback and Forester models which have all shown record growth in 2010 by delivering a unique combination of all-wheel drive, value and fun-to-drive confidence. New models in 2011 are predicted to increase Subaru's sales in the U.S. still further.

"We are well poised for future growth and records," said Timothy M. Colbeck, senior vice president of sales, Subaru of America, Inc. "Our products, dealer network and brand are at their best ever and as the industry recovers we are in great position to capitalize even further."

Thomas J. Doll, executive vice president and COO, Subaru of America, Inc said; "As we close a record setting 2010

with an exclamation point, we need to be mindful to thank our retailers, distributors, our manufacturer, and of course, all of our employees for making these results possible. 2010 was a strong year for our brand, yet Subaru still has a lot of upside potential and we are looking forward to another record-setting year in 2011."

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.