



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

## Subaru Of America, Inc. Reports Best Monthly Sales Since "Cash For Clunkers"

- Automaker up 17 percent

Cherry Hill, N.J., Mar 31, 2011 - Subaru of America, Inc. (SOA) today announced its second best sales month ever, with 26,916 vehicles sold in March 2011. Sales increased 17 percent, helping the automaker achieve its best first quarter retail sales ever.

The Subaru Legacy sedan set an all-time sales record in March, up nearly 28 percent from 2010. Impreza also increased, led by WRX/STI sales, which more than doubled compared to the previous year. Outback experienced its best sales month ever with nearly 40 percent growth.

<b>Carline</b>	<b>Mar-11 MTD</b>	<b>Mar-10 MTD</b>	<b>% Chg MTD</b>	<b>Mar-11 YTD</b>	<b>Mar-10 YTD</b>	<b>% Chg YTD</b>
<b>Forester</b>	<b>7,629</b>	8,467	-9.9%	<b>19,769</b>	19,725	0.2%
<b>Impreza</b>	<b>4,091</b>	3,969	3.1%	<b>11,370</b>	9,270	22.7%
<b>Legacy</b>	<b>4,450</b>	3,487	27.6%	<b>10,220</b>	8,550	19.5%
<b>Outback</b>	<b>10,498</b>	7,619	37.8%	<b>25,429</b>	19,275	31.9%
<b>Tribeca</b>	<b>248</b>	243	2.1%	<b>669</b>	674	-0.7%
<b>TOTAL</b>	<b>26,916</b>	<b>23,785</b>	<b>13.16%</b>	<b>67,457</b>	<b>57,494</b>	<b>17.3%</b>

"While we're pleased to maintain sales growth, our thoughts are with our colleagues at Fuji Heavy Industries, Ltd. and the people of Japan as they continue to deal with the aftermath of the earthquake and tsunami," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "On behalf of Fuji and SOA, we want to thank our retailers, vendors and suppliers for their tremendous support. We hope to have our factories running at normal production levels as soon as possible."

### 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

