



Media Information

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SUBARU OF AMERICA, INC. BREAKS JUNE SALES RECORD

- June marks seventh consecutive month of sales gains for the brand
- June sales increase 40 percent over prior month
- Subaru year-to-date sales are up 24 percent

Cherry Hill, N.J., Jul 2, 2012 - Subaru of America, Inc. today reported record sales for June 2012 of 27,702 vehicles, a 40 percent gain over June 2011. The company also reported year-to-date sales of 164,304 – a 24 percent gain over prior year.

June sales for the all-new 2012 Impreza continue to climb. Sales for the 36 MPG all-wheel drive Impreza are up 146 percent over June 2011. Outback and Legacy models also enjoyed 17 and 12 percent month-over-month gains, respectively.

"Subaru is celebrating the half-year mark with another month of consecutive sales gains," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Our brand is poised for a record-breaking summer and another record-breaking year."

Carline	Jun-12 MTD	Jun-11 MTD	% Chg MTD	Jun-12 YTD	Jun-11 YTD	% Chg YTD
Forester	7233	5466	32.33%	37096	37142	-0.12%
Impreza	5181	2100	146.71%	39858	14937	166.84%
Impreza WRX	1138	663	71.64%	6844	6173	10.87%
Legacy	3894	3471	12.19%	24272	21284	14.04%
Outback	9254	7914	16.93%	54054	51239	5.49%
Tribeca	184	180	2.22%	1091	1274	-14.36%
BRZ	818	0	0.00%	1089	0	0.00%
TOTAL	27702	19794	39.95%	164304	132049	24.43%

"Consumers value reliability, safety, fuel efficiency and performance; car shoppers are turning to Subaru because we deliver on those values," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "A seventh consecutive month of sales gains clearly indicates that our line-up of sedans and crossover vehicles – and our new BRZ sports car – are hitting the sweet spot for consumers."

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.