



Media Information

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Subaru Of America, Inc. Reports Record January 2011 Sales

- Sales continue to climb in fourth calendar year of growth
- up 21% year-over-year

Cherry Hill, N.J., Jan 31, 2011 - On the back of record-breaking sales in 2010, Subaru of America, Inc. today reported a continued upward swing for the Subaru brand by posting record January sales of 18,858, up 21% versus January 2010.

The company finished 2010 as a top 10 sales brand, and the only manufacturer to show a sales increase for three straight years. As in 2010, Legacy, Outback and Forester models led the January sales increases.

Now firmly established as a 2% plus market share brand, Subaru products continue to demonstrate their suitability for today's market, and with its innovative cut-through-the-clutter Marketing programs such as the upcoming "Super Sunday Dog Walk" where Subaru invites dog owners to get some exercise at half-time, awards for safety from the IIHS, resale values from KBB and residual values from ALG, the brand is clearly in a healthy position.

	<u>Jan '11</u>	<u>Jan '10</u>	<u>% chg</u>
Forester	5,806	4,943	17.5%
Impreza	3,346	2,497	34%
Legacy	2,528	2,448	3.3%
Outback	6,980	5,467	27.7%
Tribeca	198	256	-22.7%
	18,858	15,611	20.8%

"2011 promises to be another great year for the Subaru brand," said Timothy M. Colbeck, senior vice president of sales, Subaru of America, Inc. "Our strong performance is carrying through from 2010 and with new product coming in 2011, we are well placed to set yet another sales record this year."

Thomas J. Doll, executive vice president and COO, Subaru of America, Inc said; "We are pleased to be beginning 2011 as we finished 2010, by setting records. This is not only the 11th month in a row where our franchise has set a new monthly sales record, but also exceeded our January 2010 sales by 21%. Our franchise continues to be on a roll."

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.