



# 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 Nearly 20% Increase In Sales

*- Impreza leads increase*

Cherry Hill, N.J., Feb 28, 2011 - Subaru of America, Inc. today announced continued record-breaking sales for February, up almost 20% compared to the previous year.

February sales records were set by Forester, Impreza, Legacy and Outback. Impreza WRX volume more than doubled compared to the prior year and helped lead the Impreza carline to an impressive 40% increase.

	<b>Feb '11</b>	<b>Feb '10</b>	<b>% chg</b>
Forester	6,334	6,315	0.3%
Impreza	3,933	2,804	40.3%
Legacy	3,242	2,615	24%
Outback	7,951	6,189	28.5%
Tribeca	223	175	27.4%
	<b>21,683</b>	<b>18,098</b>	<b>19.8%</b>

"This is by far the best start to a year we've ever had," said Timothy M. Colbeck, senior vice president of sales, Subaru of America, Inc. "We have been working to get more units to our dealers, but every time we think they will build some inventory, they increase sales instead. With the exception of the Cash for Clunkers comparison in August, this is our 12th consecutive record month."

Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. said, "While we are proud of our February results, we are also very excited that our entire organization - from Subaru of America, to our region and zone offices and independent distributors - is committed and poised for the continued growth of our franchise."

### **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).