



Media Information

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Subaru Of America Reports August 2011 Sales

-- Legacy up 12% Year-to-Date, Outback up 15%

Cherry Hill, N.J., Aug 31, 2011 - Subaru of America, Inc. today announced August 2011 sales of 20,837 and sales of 172,182 year-to-date.

"It was a fantastic achievement to break 20,000 sales for August with our current inventory situation. Demand for our products continues to be strong and our dealers have done a terrific job in matching customers with vehicles," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc.

Carline	Aug-11 MTD	Aug-10 MTD	% Chg MTD	Aug-11 YTD	Aug-10 YTD	% Chg YTD
Forester	6429	7234	-11.13%	49789	57672	-13.67%
Impreza	3360	3801	-11.60%	27730	29377	-5.61%
Legacy	3271	2965	10.32%	28199	25166	12.05%
Outback	7572	8053	-5.97%	67184	58230	15.38%
Tribeca	205	186	10.22%	1714	1737	-1.32%
TOTAL	20837	22239	-6.30%	174616	172182	1.41%

"We are now at the lowest point of our inventory shortages," said Bill Cyphers, senior vice president, sales, Subaru of America, Inc. "September will mark the start of recovery in dealer inventory and we are looking forward to Subaru dealers setting sales records again".

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.

