



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

Subaru Of America Reports July 2011 Sales

- Brand Shows 2.5% Year-to-Date Increase

Cherry Hill, N.J., Aug 1, 2011 - Subaru of America, Inc. today announced July 2011 sales of 21,730 and 153,779 year-to-date.

"Consumer demand for our products remains at a high level and we look forward to increasing our inventory levels in the coming months to match this high demand," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc.

Carline	Jul-11 MTD	Jul-10 MTD	% Chg MTD	Jul-11 YTD	Jul-10 YTD	% Chg YTD
Forester	6218	7503	-17.13%	43360	50438	-14.03%
Impreza	3260	4002	-18.54%	24370	25576	-4.72%
Legacy	3644	3208	13.59%	24928	22201	12.28%
Outback	8373	9030	-7.28%	59612	50177	18.80%
Tribeca	235	240	-2.08%	1509	1551	-2.71%
TOTAL	21730	23983	-9.39%	153779	149943	2.56%

"Our dealers are working hard to maximize their stock and even though supply is light, consumers should still check availability at their dealership for the model of their choice," said Bill Cyphers, senior vice president, sales, Subaru of America, Inc.

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.