



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

Subaru Of America Reports November 2011 Sales

Cherry Hill, N.J., Nov 30, 2011 - Subaru of America, Inc. today announced November 2011 sales of 17,657 and sales of 233,288 year-to-date.

November sales were affected by constrained supply and low inventory.

"While we continue to experience low inventory, we are optimistic about our newest product line-up," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc. "We just unveiled the all-new BRZ sports car that will go on sale this coming spring. We also announced a new small crossover model; known in other markets as XV, this vehicle will come to the U.S. next fall as the Subaru XV CrossTrek."

Carline	Nov-11 MTD	Nov-10 MTD	% Chg MTD	Nov-11 YTD	Nov-10 YTD	% Chg YTD
Forester	5829	6260	-6.88%	67595	77012	-12.23%
Impreza	1412	3405	-58.53%	34475	40136	-14.10%
Legacy	2892	3133	-7.69%	37776	34841	8.42%
Outback	7293	7814	-6.67%	90975	82892	9.75%
Tribeca	231	180	28.33%	2467	2245	9.89%
TOTAL	17657	20792	-15.08%	233288	237126	-1.62%

"We have weathered a number of unforeseen inventory shortages this year," said Bill Cyphers, SVP Sales, Subaru of America, Inc. "Despite those set-backs, our retail sales still outpace last year's record-breaking numbers – a testament to the demand for Subaru vehicles. The new models hitting showrooms in 2012 will help us support this consumer demand."

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.