



# Media Information

Subaru Of America, Inc.  
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## Subaru Of America Reports October 2011 Sales

- Best Ever October for Legacy
- Best Ever October for Outback
- Retail sales up 4.4% Year to Date

Cherry Hill, N.J., Oct 31, 2011 - Subaru of America, Inc. today announced October 2011 sales of 20,081 and sales of 216,334 year-to-date.

October 2011 saw the best October ever for Subaru Legacy and Outback. Impreza sales were affected by sell-down of the 2011 model ahead of the debut of the all-new 36 mpg Impreza that will begin to arrive in dealerships in November. Production levels at Subaru factories have now fully recovered and the company expects sales numbers to reach new heights in the coming months to meet continuing customer demand.

"We once again broke 20,000 sales in a month, despite our low inventory," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc. "Based on the continuing strong demand for our products, increased supply through December and the launch of the all-new Impreza we expect to finish 2011 with the fourth consecutive year of sales growth for Subaru."

| Carline      | Oct-11<br>MTD | Oct-10<br>MTD | % Chg<br>MTD  | Oct-11<br>YTD | Oct-10<br>YTD | % Chg<br>YTD  |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Forester     | 5385          | 6631          | -18.9%        | 61766         | 70752         | -12.7%        |
| Impreza      | 1993          | 3676          | -45.8%        | 33063         | 36731         | -9.9%         |
| Legacy       | 3546          | 3543          | 0.1%          | 34884         | 31708         | 10.0%         |
| Outback      | 8891          | 8694          | 2.3%          | 83682         | 75078         | 11.5%         |
| Tribeca      | 266           | 176           | 51.1%         | 2236          | 2065          | 8.3%          |
| <b>TOTAL</b> | <b>20081</b>  | <b>22720</b>  | <b>11.62%</b> | <b>215631</b> | <b>216334</b> | <b>-0.32%</b> |

"Our dealers continue to sell at record levels of efficiency; in fact we sold more cars in October than we began the month with. We are confident our inventory shortages are now behind us and look forward to our dealers closing out the year with increased sales," said Bill Cyphers, SVP 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](http://www.subaru.com).