



# 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 Reports September 2011 Sales

- Legacy up 11% Year-to-Date, Outback up 12%

Cherry Hill, N.J., Oct 2, 2011 - Subaru of America, Inc. today announced September 2011 sales of 20,934 and sales of 195,550 year-to-date.

Consumer demand for Subaru products remains at an all time high; however recent sales have been affected due to supply restrictions and lowest-ever dealer inventory following the Japanese tsunami. Production levels at Subaru factories have now fully recovered and the company expects sales numbers to reach new heights in the coming months as the company returns to its record setting pre-tsunami levels.

"We are extremely pleased to break 20,000 sales again this month, despite inventory constraints," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc. "This momentum positions us well for a successful introduction of the all-new 2012 Impreza, which will hit dealer showrooms later this year."

Carline	Sep-11 MTD	Sep-10 MTD	% Chg MTD	Sep-11 YTD	Sep-10 YTD	% Chg YTD
Forester	6592	6449	2.22%	56381	64121	-12.07%
Impreza	3340	3678	-9.19%	31070	33055	-6.01%
Legacy	3139	2999	4.67%	31338	28165	11.27%
Outback	7607	8154	-6.71%	74791	66384	12.66%
Tribeca	256	152	68.42%	1970	1889	4.29%
<b>TOTAL</b>	<b>20934</b>	<b>21432</b>	<b>-2.32%</b>	<b>195550</b>	<b>193614</b>	<b>1.00%</b>

"Legacy and Outback continue to experience solid gains with year-to-date increases of 11 percent and 12 percent, respectively," said Bill Cyphers, senior vice president, sales, Subaru of America, Inc. "We expect this trend will continue as we rebuild inventory."

### 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).