



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 Sales Rise Nearly 8% Year-To-Date

- Subaru Outback and Legacy Record Best May Ever Despite Inventory Limitations

Cherry Hill, N.J., May 31, 2011 - Subaru of America, Inc. today announced a nearly 8% year-to-date sales increase, with 20,036 units sold in May 2011 – resulting in total YTD sales of 112,255. However, while Subaru Legacy and Outback models experienced year-over-year growth, sales of Forester, Impreza and Tribeca decreased due to inventory limitations.

"While we have had a very strong start to 2011, and demand for our products in dealerships remains at record levels, we are now experiencing a slowdown in deliveries following the disruption to vehicle and parts production in Japan as a result of the March earthquake and tsunami," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc. "We expect this to continue in the short term while the production situation in Japan returns to normal. Even allowing for this temporary slowdown in deliveries, we still expect 2011 to be the second best year ever for the Subaru brand in the U.S."

Subaru Legacy sales increased 1 percent and Subaru Outback sales increased nearly 11 percent from May 2010. The Subaru Forester and Impreza saw month-to-date decreases of 35% and 39%, respectively.

Carline	May-11 MTD	May-10 MTD	% Chg MTD	May-11 YTD	May-10 YTD	% Chg YTD
Forester	5193	7976	-34.9%	31676	35328	-10.3%
Impreza	2610	4249	-38.6%	18347	17315	6.0%
Legacy	3618	3586	0.9%	17813	15987	11.4%
Outback	8431	7630	10.5%	43325	34593	25.2%
Tribeca	184	226	-18.6%	1094	1136	-3.7%
TOTAL	20036	23667	-15.3%	112255	104359	7.6%

"It was the best May ever for Subaru Legacy and Outback," said Bill Cyphers, senior vice president, sales, Subaru of America, Inc. "Our dealers again did an outstanding job in spite of the short term inventory challenges."

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.