



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST APRIL SALES IN COMPANY HISTORY

- April marks fifth consecutive month of sales gains for the brand

Cherry Hill, N.J., Apr 30, 2012 - Subaru of America, Inc. today reported record sales for April 2012 of 26,310 vehicles, a six percent gain over April 2011. The company also reported year-to-date sales of 106,878, a 16 percent gain over prior year.

Year-to-date sedan sales for the brand have also increased with the all-new Impreza up 157 percent over prior year and Legacy sales up 12 percent.

"Subaru sales have exceeded 100,000 in four months – a first in our company's 44 year history," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "With new vehicle introductions on the horizon, we expect 2012 to be another banner year for our brand."

Carline	Apr-12 MTD	Apr-11 MTD	% Chg MTD	Apr-12 YTD	Apr-11 YTD	% Chg YTD
Forester	5666	6714	-15.61%	22540	26483	-14.89%
Impreza	6791	3029	124.20%	27891	10816	157.87%
Impreza WRX	1352	1338	1.05%	4181	4921	-15.04%
Legacy	3799	3975	-4.43%	15916	14195	12.12%
Outback	8548	9465	-9.69%	35608	34894	2.05%
Tribeca	154	241	-36.10%	742	910	-18.46%
TOTAL	26310	24762	6.25%	106878	92219	15.90%

"More people than ever are shopping the Subaru brand," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "The all-new Impreza continues its very strong launch and we are working to match demand with supply. This positive sales momentum will certainly continue throughout the year."

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.