



# Media Information

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## SUBARU OF AMERICA, INC. BREAKS MAY SALES RECORD

- May marks sixth consecutive month of sales gains for the brand
- May sales increase more than 48 percent
- Year-to-date sales for the brand are up 22 percent

Cherry Hill, N.J., May 31, 2012 - Subaru of America, Inc. today reported record sales for May 2012 of 29,724 vehicles, a 48 percent gain over May 2011. The company also reported year-to-date sales of 136,602, a 22 percent gain over prior year.

The all-new Impreza continues to achieve triple-digit sales gains. May Impreza sales are up more than 235 percent over May 2011; year-to-date sales represent a 170 percent gain over 2011.

"Strong demand and a great product lineup are driving record sales for Subaru," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Demand for the newly-introduced Impreza has far exceeded expectations. With new product launches just around the corner, we know the upward sales trend will continue throughout the year."

Carline	May-12 MTD	May-11 MTD	% Chg MTD	May-12 YTD	May-11 YTD	% Chg YTD
Forester	7323	5193	41.02%	29863	31676	-5.72%
Impreza	6786	2021	235.77%	34677	12837	170.13%
Impreza WRX	1525	589	158.91%	5706	5510	3.56%
Legacy	4462	3618	23.33%	20378	17813	14.40%
Outback	9192	8431	9.03%	44800	43325	3.40%
Tribeca	165	184	-10.33%	907	1094	-17.09%
BRZ	271	0	0.00%	271	0	0.00%
<b>TOTAL</b>	<b>29724</b>	<b>20036</b>	<b>48.35%</b>	<b>136602</b>	<b>112255</b>	<b>21.69%</b>

"May marked the much-anticipated arrival of the new BRZ sports car and a resultant spike in showroom traffic," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "We anticipate similar enthusiasm for the new XV Crosstrek, our exciting small crossover vehicle, when it arrives at dealerships later this 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](http://www.subaru.com).