



Media Information

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Sales Hit Top Speed For Subaru Of America, Inc. In Dallas Region

Region Ready to Kick off Dallas Auto Show with All-Time Record Breaking February Sales

Cherry Hill, N.J., Mar 1, 2010 - Subaru of America, Inc. today announced record-breaking sales for the Dallas region with an 81-percent increase in February 2010 over February 2009, making the region the top performer for the entire company. This is the eighth consecutive month in which the region set an all-time sales record, as well as its tenth consecutive month of year-over-year sales increases.

The Dallas region looks to kick off the Dallas Auto Show on a high note, showing off their top-performing vehicles – the 2010 Subaru Outback and Legacy models. The introduction of the redesigned 2010 Subaru Outback and Legacy models in 2009 had a significant impact on the region's sales – where they continue to sell strong.

"This month brings yet another set of sales records for Subaru," said Troy Poston, Dallas zone director for Subaru of America. "The demand for our products is a testament to the safe, durable and fun-to-drive vehicles we bring to market."

The Subaru Outback had a sales increase of 611-percent in February 2010 versus February 2009 and year-to-date boasted a 436-percent increase. In February 2010, the Subaru Legacy sold three times the units it did in February 2009 and had a 217-percent increase year-to-date. Additionally, the Subaru Forester continued to do well with a 29-percent sales increase in February 2010 versus February 2009 and a 12-percent year-to-date increase.

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 nearly 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.