



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, INC. REPORTS MARCH AS ANOTHER RECORD SALES MONTH

- Fourth consecutive month of record sales for the brand
- Best First Quarter in Company history
- Impreza and Legacy models shatter previous month sales records

Cherry Hill, N.J., Apr 2, 2012 - Subaru of America, Inc. today reported record sales for March 2012 of 32,387 vehicles, a 20.33 percent gain over March 2011. The company also reported year-to-date sales of 80,568, more than 19 percent gain over prior year. March 2012 was the second best sales month in Subaru history, behind only December 2011.

The all-new Impreza was up 214 percent in March and recorded the best month in its history. Legacy posted its best sales month ever.

Executives at Subaru were today celebrating the best first quarter in the company's 44 year history. "We are very pleased to be able to continue our recent sales momentum into 2012," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "We are well on our way to making 2012 our fourth consecutive record year."

Carline	Mar-12 MTD	Mar-11 MTD	% Chg MTD	Mar-12 YTD	Mar-11 YTD	% Chg YTD
Forester	6192	7629	-18.84%	16874	19769	-14.64%
Impreza	8545	2719	214.27%	21100	7787	170.96%
Impreza WRX	1197	1372	-12.76%	2829	3583	-21.04%
Legacy	5384	4450	20.99%	12117	10220	18.56%
Outback	10886	10498	3.70%	27060	25429	6.41%
Tribeca	183	248	-26.21%	588	669	-12.11%
TOTAL	32387	26916	20.33%	80568	67457	19.44%

"The all-new 2012 Impreza is spearheading our sales growth along with a terrific month for Legacy," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "The new BRZ sports car has taken over 1,000 pre-orders thanks to tremendously positive media coverage and sales for that car will be recorded from May. We also look forward to the XV Crosstrek coming on stream this summer."

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.