



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. CONTINUES HOT STREAK AS AUGUST SALES MARK NINE CONSECUTIVE MONTHS OF GAINS

- August sales 35% increase over 2011
- Year-to-date sales of 217,780 a 25 percent increase over 2011

Cherry Hill, N.J., Sep 2, 2012 - Subaru of America, Inc. today reported sales of 28,293 vehicles for the month of August. The company also reported year-to-date sales of 217,780, which represents an impressive 24.7 percent increase over prior year.

Sales for newly-refreshed Outback and Legacy models have increased 49 percent and 18 percent for the month respectively. Sales for the all-new Impreza -- America's most fuel efficient all-wheel drive vehicle -- have increased 150 percent year-to-date.

"Subaru is giving consumers exactly what they want – no-compromises, safe, and fun to drive vehicles," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Our all-wheel drive SUVs and sedans are hitting the sweet spot for buyers. We are also seeing an overwhelmingly positive reception for the newly-introduced BRZ sports car and expect similar sentiment when XV Crosstrek hits the showrooms this month."

Carline	Aug-12 MTD	Aug-11 MTD	% Chg MTD	Aug-12 YTD	Aug-11 YTD	% Chg YTD
Forester	6956	6429	8.20%	50505	49789	1.44%
Impreza	4719	2559	84.41%	49130	19658	149.92%
Impreza WRX	681	801	-14.98%	8450	8072	4.68%
Legacy	3872	3271	18.37%	31465	28199	11.58%
Outback	11285	7572	49.04%	74621	67184	11.07%
Tribeca	157	205	-23.41%	1399	1714	-18.38%
BRZ	623	0	0.00%	2210	0	0.00%
TOTAL	28293	20837	35.78%	217780	174616	24.72%

"Our strong sales are a result of Subaru owner loyalty and buyers coming to the brand for the first time," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "The mix of brand loyalty and new Subaru buyers represent a healthy foundation for aggressive sales growth we expect to achieve 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.