



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. SETS SEPTEMBER SALES RECORD

- *Subaru continues ten month streak of month-over-month sales gains*
- *September sales 32% increase over 2011*
- *Year-to-date sales of 245,463 represent a 25 percent increase over 2011*

Cherry Hill, N.J., Oct 1, 2012 - Subaru of America, Inc. today reported sales of 27,683 vehicles for the month of September, a 32 percent increase over September 2011. The company also reported year-to-date sales of 245,463, which represents an impressive 25.5 percent increase over prior year.

September sales for newly-refreshed Outback and Legacy models have increased 39 percent and 31 percent, respectively, over September 2011. Also, September sales for Impreza were up 211 percent over September 2011; year-to-date sales for Impreza have increased 155 percent.

“Subaru sales continue to rise because we have the right product, the right positioning and a strong retail network,” said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. “XV Crosstrek, the most fuel efficient crossover vehicle in America, has just arrived in showrooms and we know this vehicle will further fuel our sales growth this fall.”

Carline	Sep-12 MTD	Sep-11 MTD	% Chg MTD	Sep-12 YTD	Sep-11 YTD	% Chg YTD
Forester	6066	6592	-7.98%	56571	56381	0.34%
Impreza	4992	1601	211.81%	54122	21259	154.58%
Impreza WRX	1079	1739	-37.95%	9529	9811	-2.87%
Legacy	4124	3139	31.38%	35589	31338	13.57%
Outback	10583	7607	39.12%	85204	74791	13.92%
Tribeca	139	256	-45.70%	1538	1970	-21.93%
BRZ	508	0	0.00%	2718	0	0.00%
XV Crosstrek	192	0	0.00%	192	0	0.00%
TOTAL	27683	20934	32.24%	245463	195550	25.52%

“With such strong September sales, Subaru is in an excellent position to exceed 300,000 units this year,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc.

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.

#