



Media Information

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SUBARU OF AMERICA, INC. BREAKS ALL-TIME SALES RECORD

Cherry Hill, N.J., Oct 29, 2012 - Subaru of America, Inc. has reported it has broken its previous yearly sales record with more than two months of the year still remaining.

Sales for 2012 have now surpassed the previous sales record of 266,989 vehicles which was set in 2011 and mark the company's fifth year of sales growth and fourth successive sales record.

Sales in 2012 have been driven by the all-new 36mpg Impreza, and the addition of the all-new XV Crosstrek small CUV as well as the BRZ sports car.

"Subaru is celebrating yet another record," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Our brand is poised to exceed sales of 320,000 vehicles for 2012 and with a full year of sales for the XV Crosstrek and other new models on the way, we expect 2013 to be yet another record year for Subaru."

"Our continued growth is built on strong products and outstanding retailers providing a good customer experience," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. "and given consumer demand for our new products, we expect to finish the year strongly."

Full month and year-to-date sales figures for October 2012 will be released on November 1.

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 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. Media information can be found at www.media.subaru.com