



Media Information

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SUBARU OF AMERICA, INC. CELEBRATES RECORD-BREAKING SALES

- Subaru breaks all-time annual sales record with two months of the year still remaining
- Record October monthly sales increase 30 percent over October 2011

Cherry Hill, N.J., Oct 31, 2012 - Subaru of America, Inc. today reported 26,119 sales for the month of October, a 30 percent increase over October 2011. The company also announced record breaking annual sales of 271,582 – a 26 percent increase over 2011. This represents a historic high for Subaru of America. Subaru sales for 2012 have surpassed the previous sales record of 266,989 vehicles set just last year. This marks the company’s fifth year of sales growth and fourth successive sales record.

Year-to-date sales for Impreza have increased 165 percent over 2011. Year-to-date sales for newly-refreshed Outback and Legacy models have increased 14 percent and 12 percent, respectively.

“Subaru is celebrating a year of records; we couldn’t be more thrilled with our results,” said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. “The year isn’t over yet and we expect XV Crosstrek sales will help drive even greater momentum throughout the remainder of the year.”

Carline	Oct-12 MTD	Oct-11 MTD	% Chg MTD	Oct-12 YTD	Oct-11 YTD	% Chg YTD
Forester	5309	5385	-1.41%	61880	61766	0.18%
Impreza	3638	486	648.56%	57760	21745	165.62%
Impreza WRX	1100	1507	-27.01%	10629	11318	-6.09%
Legacy	3598	3546	1.47%	39187	34884	12.34%
Outback	10153	8891	14.19%	95357	83682	13.95%
Tribeca	184	266	-30.83%	1722	2236	-22.99%
BRZ	402	0	0.00%	3120	0	0.00%
XV Crosstrek	1735	0	0.00%	1927	0	0.00%
TOTAL	26119	20081	30.07%	271582	215631	25.95%

“With strong product and a strong retail network, we are poised to exceed sales of 320,000 vehicles 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.