



Media Information

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SUBARU OF AMERICA SELLS SIX MILLIONTH VEHICLE

Subaru hits six million sales in United States

Cherry Hill, N.J., Nov 26, 2012 - Subaru of America, Inc. today announced that it has sold its six millionth vehicle in the United States. The vehicle, a 2013 XV Crosstrek, was sold at Subaru of Georgetown in Georgetown, Texas.

"Subaru has a rich heritage in the U.S. and we are excited to celebrate the six million vehicle milestone," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Not only have we sold six million vehicles in the U.S., but we are selling them at a faster rate than ever. It took us 16 years to reach our first million, but at our current sales rate we will hit our next million in under three years."

Subaru of America is the only automaker to have five consecutive years of sales increases during 2008-2012. The company has also shattered its previous annual sales records for the past four years. Subaru broke its 2011 annual sales record in October 2012, with more than two months remaining in the year.

"From the Subaru Brat of the 1970's to the current Impreza – the most fuel efficient all wheel drive car in America, we have enjoyed more than four decades of sales to loyal and enthusiastic American buyers," said Doll. "We are also proud that 96 percent of Subaru built in the last ten years are still on the road today. That speaks to the longevity of Subaru vehicles."

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. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.

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