



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST NOVEMBER SALES IN COMPANY HISTORY

- November 2012 sales increase 60 percent over November 2011
- Subaru year-to-date sales increase 28 percent
- Best November for Outback, Legacy and Impreza models

Cherry Hill, N.J., Dec 2, 2012 - Subaru of America, Inc. today reported 28,206 sales for the month of November, a 60 percent increase over November 2011. The company also announced record-breaking annual sales of 299,788 vehicles which represent a 28 percent increase over 2011 and just 222 vehicles short of achieving 300,000 sales for the first time in company history. Following the November close, on Dec. 1, 2012, Subaru achieved the 300,000th sales milestone for the first time in company history.

Outback, Legacy and Impreza models experienced the best November sales month in history. Year-to-date sales for Impreza have increased 184 percent over 2011. Year-to-date sales for newly-refreshed Outback and Legacy models have increased 16 percent and 14 percent respectively. The new BRZ and XV Crosstrek models also added 2,587 incremental sales for the month of November.

“With such strong November sales, Subaru annual sales should exceed 330,000 vehicles -- which would represent a 24 percent increase over our 2011 record sales of 266,989 vehicles,” said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. “This has been another exciting, record-breaking month for Subaru.”

Carline	Nov-12 MTD	Nov-11 MTD	% Chg MTD	Nov-12 YTD	Nov-11 YTD	% Chg YTD
Forester	5703	5829	-2.2%	67583	67595	0.0%
Impreza	4552	182	2401.1%	62312	21927	184.2%
Impreza WRX	1353	1230	10.0%	11982	12548	-4.5%
Legacy	3723	2892	28.7%	42910	37776	13.6%
Outback	10124	7293	38.8%	105481	90975	16%
Tribeca	164	231	-29.0%	1886	2467	-23.6%
BRZ	527	0	0.0%	3647	0	0.0%
XV Crosstrek	2060	0	0.0%	3987	0	0.0%
TOTAL	28206	17657	59.7%	299788	233288	28.5%

“While Subaru has the industry’s highest customer loyalty, we are also seeing record levels of first-time Subaru

buyers -- which has significantly contributed to our sales growth 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.