



# 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](mailto:mmchale@subaru.com)

## SUBARU OF AMERICA, INC. REPORTS RECORD MONTH AND SETS FOURTH CONSECUTIVE YEARLY SALES RECORD

- December sales represent best sales month in company history
- Record-high annual sales of 336,441 mark fourth consecutive year of sales increases
- 2012 sales increase 26 percent over 2011

Cherry Hill, N.J., Jan 2, 2013 - Subaru of America, Inc. today reported record sales for December 2012 and also for full year 2012. The company sold 36,653 vehicles in December 2012 – the best sales month in Subaru history. Subaru also announced record-breaking annual sales of 336,441, which represents a 26 percent increase over 2011. This is the fourth consecutive year of sales records for Subaru of America and fifth consecutive year of sales increases. Subaru is the only manufacturer to increase sales each year for the last five years.

Annual sales for Impreza have increased nearly 150 percent over 2011. Year-to-date sales for the newly-refreshed Outback and Legacy models have increased 13 percent and 11 percent respectively. The newly introduced BRZ and XV Crosstrek models also added 3,906 incremental sales for the month of December and 11,540 units for the year.

“We met our goals for the year and we crossed a new milestone by exceeding 300,000 annual sales,” said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. “It was a great year for Subaru of America. The popular XV Crosstrek, all-new 2014 Forester and an upcoming hybrid will fuel our growth in this new year.”

Carline	Dec-12 MTD	Dec-11 MTD	% Chg MTD	Dec-12 YTD	Dec-11 YTD	% Chg YTD
Forester	8764	8601	1.9%	76347	76196	0.2%
Impreza	5863	5464	7.3%	68175	27391	148.9%
Impreza WRX	1642	1257	30.6%	13624	13805	-1.3%
Legacy	4217	4625	-8.8%	47127	42401	11.2%
Outback	12072	13430	-10.1%	117553	104405	12.6%
Tribeca	189	324	-41.7%	2075	2791	-25.7%
BRZ	497	0	0%	4144	0	0%
XV Crosstrek	3409	0	0%	7396	0	0%
<b>TOTAL</b>	<b>36653</b>	<b>33701</b>	<b>8.8%</b>	<b>336441</b>	<b>266989</b>	<b>26%</b>

“Subaru achieved record sales with the right product line-up, strong marketing to loyal and new customers and a

superior dealer network,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “That formula is what will continue our momentum throughout 2013.”

**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](http://www.subaru.com).