



# Media Information

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## SUBARU OF AMERICA, INC. REPORTS 21 PERCENT GROWTH IN JANUARY SALES

- January 2013 sales of 27,663 represent a 21 percent increase over January 2012

Cherry Hill, N.J., Jan 31, 2013 - Subaru of America, Inc. today reported 27,663 vehicle sales for January 2013, which represents a 21 percent increase over January 2012. These results build on strong sales from 2012 where Subaru achieved four consecutive years of sales increases and exceeded 300,000 annual sales in 2012 – a first in company history.

Forester and Outback sales for January 2013 increased 28 and 16 percent respectively, over January 2012. Outback and Legacy models were recently named Top Safety Pick+ by the Insurance Institute for Highway Safety. XV Crosstrek, the new small SUV also added 2,764 sales to the month’s total.

“We are excited to see strong sales across our entire model line,” said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. America. “It is a positive start for the year and we expect strong demand for the all-new 2014 Forester when it arrives in showrooms this spring.”

<b>Carline</b>	<b>Jan-13 MTD</b>	<b>Jan-12 MTD</b>	<b>% Chg MTD</b>
<b>Forester</b>	<b>6565</b>	5117	28.3%
<b>Impreza</b>	<b>4590</b>	6221	-26.2%
<b>Impreza WRX</b>	<b>1306</b>	710	83.9%
<b>Legacy</b>	<b>3184</b>	3119	2.1%
<b>Outback</b>	<b>8632</b>	7412	16.5%
<b>Tribeca</b>	<b>159</b>	228	-30.3%
<b>BRZ</b>	<b>463</b>	0	0.0%
<b>XV Crosstrek</b>	<b>2764</b>	0	0.0%
<b>TOTAL</b>	<b>27,663</b>	<b>22,807</b>	<b>21.3%</b>

“Car shoppers are looking for value, safety and performance. Our vehicles deliver on that promise and that is evident in our strong January sales,” 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](http://www.subaru.com).

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