



Media Information

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SUBARU REPORTS BEST-EVER APRIL SALES

- April 2013 is best April sales month in Subaru history
- Sales of 32,943 units represent a 25 percent increase over April 2012

Cherry Hill, N.J., Apr 30, 2013 - Subaru of America, Inc. today reported 32,943 vehicle sales for April 2013, which represents a 25 percent increase over April 2012 and the best-ever April sales month in company history. Year-to-date sales for Subaru total 125,470— a 17 percent increase over the same period in 2012. These results build on strong sales from 2012 where Subaru achieved five consecutive years of sales increases and exceeded 300,000 annual sales in 2012 – a first in company history.

April sales for the all-new 2014 Forester increased 65 percent over April 2012 Forester sales. XV Crosstrek and BRZ sales were also notably strong at 4433 and 812, respectively.

“Demand for the all-new 2014 Forester has been especially strong,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “We expect to see sales for the Forester and XV Crosstrek continue to grow throughout the year.”

Carline	13-Apr MTD	12-Apr MTD	% Chg MTD	13-Apr YTD	12-Apr YTD	% Chg YTD
Forester	9366	5666	65.30%	30510	22540	35.40%
			-			-
Impreza	4692	6791	30.90%	19124	27891	31.40%
Impreza						
WRX	1508	1352	11.50%	6027	4181	44.20%
			-			-
Legacy	3286	3799	13.50%	14615	15916	-8.20%
Outback	8730	8548	2.10%	36831	35608	3.40%
			-			-
Tribeca	116	154	24.70%	620	742	16.40%
BRZ	812	0	n/a	2600	0	n/a
XV						
Crosstrek	4433	0	n/a	15143	0	n/a

TOTAL	32943	26310	25.20%	125470	106878	17.40%
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“Our 25 percent increase in sales was primarily driven by the all-new 2014 Forester and strong performance across the rest of the model lines,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “We look forward to adding the XV Crosstrek Hybrid – Subaru’s first-ever hybrid – to our line-up.”

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru 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 media.subaru.com.