



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

SUBARU MAY SALES ARE BEST IN COMPANY HISTORY

- May sales of 39,892 shatter previous monthly records
- Forester monthly sales increased 38 percent over May 2012
- Subaru year-to-date sales are up 21 percent

Cherry Hill, N.J., Jun 3, 2013 - Subaru of America, Inc. today reported historic-high vehicle sales of 39,892 for May 2013, shattering previous monthly sales records. May 2013 sales represent a 34 percent increase over May 2012 and the best sales month in company history. Year-to-date sales for Subaru total 165,362 – a 21 percent increase over the same period in 2012.

May sales for the all-new 2014 Forester increased 38 percent over May 2012 sales. The 2014 Forester was recently named a Top Safety Pick+ by the Insurance Institute for Highway Safety (IIHS). Forester is the first vehicle to ace every aspect of the challenging small overlap front crash test conducted by the IIHS. Forester is also the only small SUV to earn an overall rating of “good” in the test.

Outback sales increased 34 percent in May, with a 10 percent year-to-date increase over 2012. XV Crosstrek sales reached 5,295 for the month of May, a record high for the world’s most fuel efficient all-wheel drive crossover. Subaru announced that a hybrid version of the popular XV Crosstrek will go on sale later this year.

“Subaru continues to receive great accolades from the Insurance Institute for Highway Safety and the automotive press which is increasing the positive image and awareness of our products among the American buying public,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “The strength of our product and increased brand awareness are driving the demand for our vehicles to record levels.”

Carline	13-May MTD	12-May MTD	% Chg MTD	13-May YTD	12-May YTD	% Chg YTD
Forester	10068	7323	37.50%	40578	29863	35.90%
Impreza	5219	6786	-23.10%	24343	34677	29.80%
WRX	1829	1525	19.90%	7856	5706	37.70%
Legacy	4430	4462	-0.70%	19045	20378	-6.50%
Outback	12270	9192	33.50%	49101	44800	9.60%

						-
Tribeca	102	165	-38.20%	722	907	20.40%
BRZ	679	271	150.60%	3279	271	1110%
XV						
Crosstrek	5295	n/a	n/a	20438	n/a	n/a
TOTAL	39892	29724	34.20%	165362	136602	21.10%

“We continue to see growing demand for Subaru vehicles in the U.S., and our retailers continue to do an excellent job supporting our growth, said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “It will definitely be another record year for Subaru here in the U.S.”

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.