



Media Information

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SUBARU REPORTS 42 PERCENT INCREASE IN JUNE SALES; BEST-EVER JUNE FOR FORESTER AND OUTBACK

Subaru reaches 200,000 vehicle sales during the first six months of 2013 – a record-setting pace

Cherry Hill, N.J., Jul 1, 2013 - Subaru of America, Inc. today reported 39,235 vehicle sales for the month of June, a 42 percent increase over June 2012. The company also posted best-ever June sales for Forester and Outback models. Year-to-date sales for Subaru total 204,597 – 25 percent higher than the same period in 2012.

June Forester sales totaled 10,170, a 41 percent increase over June 2012 and best-ever June for the model. The 2014 Forester was recently named a 2013 Top Safety Pick+ by the Insurance Institute for Highway Safety (IIHS). The 2014 Subaru Forester is also the highest-safety-rated small SUV by IIHS.

June was also a record month for Outback sales. Monthly sales for the popular Outback model totaled 12,210, 32 percent higher than June 2012.

“We are thrilled to close the first half of 2013 with such record numbers,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “Our products are being well-received and we are looking forward to adding Subaru’s first-ever hybrid vehicle to our product line-up later this year.”

Carline	13-Jun MTD	12-Jun MTD	% Chg MTD	13-Jun YTD	12-Jun YTD	% Chg YTD
Forester	10170	7233	40.60%	50748	37096	36.80%
Impreza	5210	5181	0.60%	29553	39858	-25.90%
Impreza WRX	1697	1138	49.10%	9553	6844	39.60%
Legacy	4363	3894	12%	23408	24272	-3.60%
Outback	12210	9254	31.90%	61311	54054	13.40%
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Tribeca	144	184	21.70%	866	1091	-20.60%
BRZ	789	818	-3.56%	4068	1089	273.60%
XV						
Crosstrek	4652	0	n/a	25090	0	n/a
TOTAL	39235	27702	41.60%	204597	164304	24.50%

“Subaru sold more than 200,000 vehicles in six months, which is a record setting pace for our brand,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “Consumers are looking for safety, versatility and durability; shoppers are finding that in Subaru showrooms.”

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.