



Media Information

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SUBARU REPORTS RECORD-HIGH JULY SALES

- Company posts best-ever July sales for the Forester, Outback and Impreza models
- Subaru sales continue to grow at record pace

Cherry Hill, N.J., Jul 31, 2013 - Subaru of America, Inc. today reported 35,994 vehicle sales for the month of July, a 43 percent increase over July 2012. The company also posted best-ever July sales for the Forester, Outback and Impreza models. Year-to-date sales for Subaru total 240,591 – 27 percent higher than the same period in 2012.

July sales for Forester reached 9841, 52 percent higher than July 2012. Outback and Impreza monthly sales also increased 23 percent and 12 percent, respectively, over July 2012.

“Subaru sales have been on the rise for the past five years and we are excited to have achieved another record,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc.

Carline	Jul-13 MTD	Jul-12 MTD	% Chg MTD	Jul-13 YTD	Jul-12 YTD	% Chg YTD
Forester	9841	6453	52.5%	60589	43549	39.1%
Impreza	5614	4553	23.3%	35167	44411	-20.8%
Impreza WRX	1471	925	59.9%	11024	7769	41.9%
Legacy	3142	3321	-5.4%	26550	27593	-3.8%
Outback	10456	9282	12.7%	71767	63336	13.3%
Tribeca	128	151	-15.2%	994	1242	-20%
BRZ	706	498	41.8%	4774	1587	200.8%
XV Crosstrek	4636	n/a	n/a	29726	n/a	n/a
TOTAL	35994	25183	43%	240591	189487	27%

“At our current pace, selling 400,000 vehicles in 2013 is certainly within reach,” 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 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.