



Media Information

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SUBARU BREAKS PREVIOUS BEST YEAR AND SETS FIFTH CONSECUTIVE YEARLY SALES RECORD

- October sales increased 32 percent over last October
- Year-to-date sales are 347,890, up 28 percent over 2012

Cherry Hill, N.J., Oct 31, 2013 - Today Subaru of America, Inc. reported that the company has surpassed its previous annual sales record with two months of reporting remaining for the year. Subaru sold 34,483 vehicles in October and 347,890 total vehicles in 2013. The previous record for annual sales was set in 2012 with 336,441 vehicles sold. This new record means that 2013 will be the fifth consecutive year of sales records for Subaru of America and the sixth consecutive year of sales increases. Subaru is the only manufacturer to increase sales each year for the last six years.

October sales for Forester increased 137 percent, reaching 12,581 vehicles sold. The Insurance Institute for Highway Safety (IIHS) named the 2014 Forester a 2013 IIHS Top Safety Pick+. Forester was also named Motor Trend 2014 Sport/Utility Vehicle of the Year – a second win for Forester and a third win for the Subaru brand.

“We have incredibly hardworking retailers who have made these results possible; and we have the right product for consumers,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “2013 will be another very successful year for Subaru and we look forward to sales of the XV Crosstrek Hybrid – Subaru’s first-ever hybrid vehicle – in December.”

Carline	Oct-13 MTD	Oct-12 MTD	% Chg MTD	Oct-13 YTD	Oct-12 YTD	% Chg YTD
Forester	12581	5309	137%	96953	61880	56.7%
Impreza	3567	3638	-2%	50140	57760	-13.2%
Impreza WRX	1356	1100	23.3%	14782	10629	39.1%
Legacy	3090	3598	-14.1%	36441	39187	-7%
Outback	8122	10153	-20%	98195	95357	3%
Tribeca	101	184	-45.1%	1348	1722	-21.7%
BRZ	780	402	94%	7126	3120	128.4%
XV Crosstrek	4886	1735	181.6%	42905	1927	2126.5%
TOTAL	34483	26119	32%	347890	271582	28.1%

“We have seen record numbers of consumers shopping the Subaru brand and we have seen wonderful acceptance

across our line-up. Consumers are not just shopping a single model – there has been demand for Outback, Forester, XV Crosstrek, Impreza as well as our performance models WRX and STI,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “Almost 60 percent of our sales this year have been to customers new to the brand and we have worked closely with our parent company to smartly manage our inventory to meet the demand,” added Cyphers.

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.