



Media Information

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SUBARU OF AMERICA, INC. CONTINUES SUCCESS, REPORTS BEST EVER NOVEMBER

- November sales up 29.8% over last November
- Forester best month ever
- XV Crosstrek best month ever
- One millionth Forester sold since model's inception in 1997

Cherry Hill, N.J., Dec 2, 2013 - Today Subaru of America, Inc. reported best-ever November sales. Subaru sold 36,621 vehicles in November and 384,511 total vehicles in 2013. The company broke its previous sales record of 336,441 in October with two months remaining in the calendar year.

The MotorTrend 2014 Sport/Utility Vehicle of the Year—Forester and the XV Crosstrek both set all-time monthly sales records during the month. Subaru sold 13,410 and 5,311 units respectively during the month of November.

“November was a busy and exciting month for the brand,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “Not only did we have our best ever November, but we revealed the all-new 2015 WRX at the LA Auto Show and hinted at our design direction with the 2015 Legacy CONCEPT.”

Carline	Nov-13 MTD	Nov-12 MTD	% Chg MTD	Nov-13 YTD	Nov-12 YTD	% Chg YTD
Forester	13410	5703	135.1%	110363	67583	63.3%
Impreza	3767	4552	-17.3%	53907	62312	-13.5%
Impreza WRX	1507	1353	11.4%	16289	11982	36.0%
Legacy	2911	3723	-21.8%	39352	42910	-8.3%
Outback	8852	10124	-12.6%	107047	105481	1.5%
Tribeca	107	164	-34.8%	1455	1886	-22.9%
BRZ	756	527	43.6%	7882	3647	116.1%
XV Crosstrek	5311	2060	157.8%	48216	3987	1109.3%
TOTAL	36621	28206	29.8%	384511	299788	28.3%

“Coming off its recent MotorTrend 2014 Sport/Utility Vehicle of the Year award, Forester continues to show why it was a successful redesign,” said Bill Cyphers, senior vice president of sales, Subaru of America, Inc. “The Forester’s strong momentum carried into November as an all-time monthly sales record was set for the SUV. Through November, nearly 60% of our buyers are new to Subaru, more and more people continue to embrace the brand.” added Cyphers.

During the month of November, Subaru also sold its 1 millionth Forester in the United States since the model was introduced in 1997.

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.