



Media Information

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Subaru Of America, Inc. Establishes New All-Time Sales Record

*Company breaks record with 2 selling months remaining
Follows increased sales in last 3 years*

Cherry Hill, N.J., Nov 2, 2010 - Subaru of America, Inc. today announced it has broken all previous yearly sales results, with two months of 2010 sales remaining. The company surpassed its 2009 record of 216,652 unit sales and sales are up 23% year-to-date in 2010 on the back of strong demand for Legacy, Outback, Forester and Impreza models.

The company's performance is all the more remarkable because it has continually been a top performer over the past three years and did not experience the drop in sales that other auto brands did in 2008 and 2009. Prior to this growth, Subaru regularly posted yearly sales of 170-180,000 units and now projects sales of around 250,000 for the fiscal year.

Tim Colbeck, senior vice president of sales said, "These record results and our recent sustained success are due to strong brand fundamentals and so we believe we are just getting started. Our products, dealer network and brand image are all at best-ever levels. We are excited about the future for Subaru.

Tom Doll, COO said, "We are very pleased to have set a new sales record by giving customers what they want: cars that are practical, reliable and fun-to-drive with all-wheel-drive as our backbone. We have two full months to go before the end of this year and so this is a real breakthrough year for the company. I thank all of our retailers and employees for making these outstanding results possible. We could not have accomplished this without the dedication and commitment of our retail organization and employees."

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive 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 www.subaru.com.