



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST MONTH EVER

- Best first quarter in company history • Best ever month for Forester • Best ever month for XV Crosstrek • Best month in 10 years for WRX

Cherry Hill, N.J., Mar 31, 2014 - Continuing its long sales streak, Subaru of America, Inc. has reported record sales of 44,479 vehicles for March 2014. This is an increase of 21% over the March 2013 sales of 36,701 and means the company has now set consecutive monthly sales increases for the past 28 months.

The Forester and XV Crosstrek model lines both significantly contributed to the company's strong March sales and also its performance so far in 2014, which saw the company post first quarter sales of over 100,000 for the first time.

Furthering optimism around the brand, an all-new Legacy sedan model was shown this February and more new models are expected from the company later this year.

"We are delighted to have once again delivered record results" said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "2014 looks already set to be our seventh year of consecutive sales growth, with more new product to come"

Carline	March 2014	March 2013	% Chg	2014 YTD	2013 YTD	% Chg
Forester	13,846	9,050	53.0%	35,390	21,144	67.4%
Impreza	5,908	5,327	10.9%	14,719	14,432	2.0%
Impreza WRX	2,181	1,727	26.3%	5,515	4,519	22.0%
Legacy	3,234	4,400	-26.5%	8,544	11,329	-24.6%
Outback	11,729	10,453	12.2%	28,926	28,101	2.9%
Tribeca	139	151	-7.9%	353	504	-30.0%
BRZ	857	905	-5.3%	2,066	1,788	15.6%
XV Crosstrek*	6,585	4,688	40.5%	16,875	10,710	57.6%
TOTAL	44,479	36,701	21.2%	112,388	92527	21.5%

*includes hybrid sales of 725

“We are reporting strong growth and sales across the country” said Bill Cyphers, senior vice president of sales “Our retailers continue to show dedication and commitment to make these record-breaking sales possible”, 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.