



Media Information

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SUBARU REPORTS BEST-EVER APRIL SALES

- 29 consecutive months with year-over-year growth
- Best April ever for Forester, Outback, XV Crosstrek, BRZ
- All-time WRX/STI record
- Fourth month that Subaru brand sales exceed 40,000 sales
- Forester now marks nine consecutive months of more than 10,000 sales

Cherry Hill, N.J., Apr 30, 2014 - Subaru of America, Inc. today reported 40,083 vehicle sales for April 2014, a 22 percent increase over April 2013 sales of 32,943 and the best-ever April sales month in company history. Year-to-date sales for Subaru total 152,471 - a 22 percent increase over the same period in 2013. The company has now seen 29 consecutive months of year-over-year growth and is already on its way to its sixth successive annual sales record.

Year-to-date, the Forester model increased sales 54 percent over the same period in 2013. Sales of the small crossover, XV Crosstrek were also notably strong with 15,143 vehicles reported sold year-to-date.

Carline	Apr-14 MTD	Apr-13 MTD	% Chg MTD	Apr-14 YTD	Apr-13 YTD	% Chg YTD
Forester	11,547	9,366	23.3%	46,937	30,510	53.8%
Outback	10,663	8,730	22.1%	39,589	36,831	7.5%
XV Crosstrek**	5,678	4,433	28.1%	22,553	15,143	48.9%
Impreza	5,444	4,692	16.0%	20,163	19,124	5.4%
Legacy	3,126	3,286	-4.9%	11,670	14,615	-20.2%
WRX/STI	2,698	1,508	78.9%	8,213	6,027	36.3%
BRZ	820	812	1.0%	2,886	2,600	11.0%
TOTAL*	40,083	32,943	21.7%	152,471	125,470	21.5%

* Includes 107 Tribeca sales for the month and 460 YTD. ** includes Hybrid sales of 711.

“Demand for the Forester has been incredibly strong,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “We are looking forward to the all-new Legacy and Outback models arriving into our retailers this summer to even further boost consumer interest in Subaru models.”

“We continue to attract more and more first time owners to the brand,” said H. William Cyphers, senior vice president

of sales, Subaru of America, Inc. "Demand for Subaru product has never been higher, and I thank our retailers for efficiently managing their vehicle inventories. We are on track for another record year!"

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.