



# Media Information

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## SUBARU REPORTS BEST-EVER MAY SALES

- 30 consecutive months with year-over-year growth
- Best month ever for Forester, WRX/STI
- Best May ever for Outback
- Third consecutive month that Subaru brand sales exceed 40,000 sales
- Forester now marks ten consecutive months of more than 10,000 sales

Cherry Hill, N.J., Jun 3, 2014 - Subaru of America, Inc. today reported 44,170 vehicle sales for May 2014, a 11 percent increase over May 2013 sales of 39,892 and the best-ever May sales month in company history. Year-to-date sales for Subaru total 196,641 - a 19 percent increase over the same period in 2013. The company has now seen 30 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 51 percent over the same period in 2013. Sales of the small crossover, XV Crosstrek were also notably strong with 28,331 vehicles reported sold year-to-date.

Carline	May-14 MTD	May-13 MTD	% Chg MTD	May-14 YTD	May-13 YTD	% Chg YTD
Forester	14,146	10,068	40.50%	61,083	40,578	50.53%
Outback	11,641	12,270	-5.13%	51,230	49,101	4.34%
XV Crosstrek**	5,778	5,295	9.12%	28,331	20,438	38.62%
Impreza	5,659	5,219	8.43%	25,822	24,343	6.08%
Legacy	3,053	4,430	-31.08%	14,723	19,045	-22.69%
WRX/STI	2,957	1,829	61.67%	11,170	7,856	42.18%
BRZ	852	679	25.48%	3,738	3,279	14.00%
<b>TOTAL*</b>	<b>44,170</b>	<b>39,892</b>	<b>10.72%</b>	<b>196,641</b>	<b>165,362</b>	<b>18.92%</b>

\* Includes 84 Tribeca sales for the month and 544 YTD. \*\* includes Hybrid sales of 1,003.

“With very positive press reaction to the all-new Legacy and Outback models we expect even stronger demand as we enter the summer months and we remain on track for another record year.” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc.

“We are having another great year” said H. William Cyphers, senior vice president of sales. “Every model line is in

demand and our challenge is to keep supply levels high enough to keep the customers coming in our showrooms satisfied.”

**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](http://media.subaru.com).