



Media Information

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SUBARU REPORTS BEST-EVER SALES MONTH

- All-time monthly sales record of 50,246
- Best Legacy, Forester and XV Crosstrek month ever
- Best Outback August ever
- Sixth consecutive month that Subaru brand sales exceed 40,000 sales
- 33rd consecutive month of year-over-year growth

Cherry Hill, N.J., Sep 2, 2014 - Subaru of America, Inc. today reported 50,246 vehicle sales for August 2014, a 22 percent increase over August 2013 sales of 41,061. August marks the best-ever sales month in company history, breaking the previous record set in July 2014 (45,714).

Year-to-date Subaru sales totaled 333,968 – a 19 percent increase over the same period in 2013. Marking the company’s consistent growth, August 2014 is the 33rd consecutive month that Subaru has seen year-over-year growth.

Following their first full month on sale, the all-new Subaru Legacy and Outback each set sales records for the month. Outback had its best August ever while Legacy posted its best month since August 1995. Additionally, August 2014 saw the best month ever for the Subaru Forester and XV Crosstrek.

Carline	Aug-14 MTD	Aug-13 MTD	% Chg MTD	Aug-14 YTD	Aug-13 YTD	% Chg YTD
Forester	16432	13163	24.83%	105356	73752	42.85%
Impreza	5938	6784	-12.47%	42405	41951	1.08%
WRX/STI	1474	1235	19.35%	16714	12259	36.34%
Legacy	5987	3954	51.42%	28520	30504	-6.50%
Outback	11428	10163	12.45%	85951	81930	4.91%
BRZ	720	868	-17.05%	5739	5642	1.72%
XV Crosstrek**	8244	4757	73.30%	48612	34483	40.97%
TOTAL*	50246	41061	22.37%	333968	281652	18.57%

* Includes 23 Tribeca sales for the month and 671 YTD. ** Includes Hybrid sales of 747.

“We are thrilled to have hit this milestone in August”, said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “Thanks to our strong products and continued accolades, our sales momentum is strong and I

am confident that Subaru will achieve an all-time sales record for 2014.”

“We are very pleased with the strong retail traffic and demand for our vehicles,” said Jeff Walters, senior vice president of sales. “Our retailers continue to sell at record levels of efficiency and we cannot thank them enough for their outstanding sales efforts,” Walters continued.

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 retailers 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.