Media Information

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SUBARU OF AMERICA REACHES 500,000 SALES MILESTONE IN 2014

- Subaru sales in U.S. top 500,000 for the first time in a calendar year
- 500,000th vehicle sold on December 29
- All models contributing to sales increase

Cherry Hill, N.J., Dec 28, 2014 - Subaru of America, Inc. has reached a significant milestone in its history, by retailing 500,000 vehicles in a single calendar year. The milestone caps a remarkable seven year growth period for the brand in the U.S. in which the company has grown from 187,699 vehicle sales in 2008 to what will total over 500,000 sales in 2014, once the sales year closes on January 2.

The growth in Subaru sales can be attributed to a combination of improved vehicle offerings, targeted and award-winning marketing and an improved retailer body. The current generation of Subaru vehicles grew in size compared to the previous generation in order to better suit the needs of the American buyer while also delivering improved interiors, technology and safety features such as the award-wining EyeSight® Driver Assist Technology. Furthermore, the company's retail outlets have embraced process and amenity improvements as sales volume increased, while the total number of outlets has remained steady.

All of the company's current models have contributed to its sales success; the current Impreza (four and five-door) is enjoying its best-ever generation and the Outback and the Forester mid-size CUV now retail 300,000 units per year, combined. The new small CUV entrant, XV Crosstrek, has also added over 60,000 sales to the year-total, while the all-new Legacy sedan is enjoying its best sales ever; more than doubling its year-over-year monthly sales since the launch of the 2015 model. On the performance side, sales of the company's sporty models, the WRX and STI, are at their highest levels ever following the debut of the all-new 2015 models.

Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. said; "We are delighted to have reached this historic milestone and our results show we are delivering vehicles that people want to buy. That we have grown so steeply and also so steadily over the last seven years is a testament to our products and to the commitment of our retailers who have had to manage this increase in capacity. There is a positive air around our business and we have no plans to stop our growth; we expect 2015 to also be another record year for Subaru."

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.