



# Media Information

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## **SUBARU OF AMERICA, INC. REPORTS BEST DECEMBER EVER AND SETS SIXTH CONSECUTIVE YEARLY SALES RECORD**

- Subaru sets a new all-time sales record of 513,693 vehicles; up 21 percent over 2013
- Record December - monthly sales increase 24 percent over December 2013
- 37th consecutive month of month-over-month growth
- Best December ever for Legacy, Forester, WRX, Outback and XV Crosstrek
- Best year ever for Forester, WRX, Legacy sedan, Outback and XV Crosstrek
- 17th and 10th consecutive months of more than 10,000 Foresters and Outbacks sold, respectively
- Best Outback month ever
- 159,953 Foresters sold in 2014
- 20,000th BRZ sold in U.S.

Cherry Hill, N.J., Jan 4, 2015 - Subaru of America, Inc. (SOA) has reported record sales of 513,693 vehicles for the 2014 calendar year. This is an increase of 21 percent over the previous record of 424,683 vehicles, which was set in 2013. This sixth consecutive record also represents the largest ever single-year increase in volume for the brand.

The company also reported sales for December 2014 of 49,923 vehicles, marking the best December ever for the company with an increase of 24 percent over December 2013.

All of the company's current models contributed to its sales success in 2014; the current Impreza (four and five-door) is enjoying its best-ever generation and the Outback and the Forester mid-size CUV achieved nearly 300,000 units in 2014, combined. The new small CUV entrant, XV Crosstrek, also added over 70,000 sales to the year-end total, while the Legacy sedan is enjoying its best sales ever; more than doubling its year-over-year monthly sales since the launch of the all-new 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.

"We are thrilled to close 2014 with a sixth consecutive sales record for Subaru," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We would like to honor all of our retailers for their valiant efforts in achieving this epic and historic milestone for the Subaru franchise. Their hard work, dedication and perseverance have made these results possible."

"In 2014, every Subaru region, zone, and independent distributor set an all-time sales record," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We thank all of our retailers for their continued commitment in making

these record-breaking sales possible," added Walters.

<b>Carline</b>	<b>Dec-14 MTD</b>	<b>Dec-13 MTD</b>	<b>% Chg MTD</b>	<b>Dec-14 YTD</b>	<b>Dec-13 YTD</b>	<b>% Chg YTD</b>
<b>Forester</b>	<b>15,163</b>	13,229	14.62%	<b>159,953</b>	123,592	29.42%
<b>Impreza</b>	<b>5,808</b>	4,949	17.36%	<b>57,996</b>	58,856	-1.46%
<b>WRX/STI</b>	<b>2,816</b>	1,680	67.62%	<b>25,492</b>	17,969	41.87%
<b>Legacy</b>	<b>5,457</b>	2,939	85.68%	<b>52,270</b>	42,291	23.60%
<b>Outback</b>	<b>14,772</b>	11,002	34.27%	<b>138,790</b>	118,049	17.57%
<b>BRZ</b>	<b>416</b>	705	-40.99%	<b>7,504</b>	8,587	-12.61%
<b>XV Crosstrek</b>	<b>5,482</b>	5,525	-0.78%	<b>70,956</b>	53,741	32.03%
<b>TOTAL*</b>	<b>49,923</b>	<b>40,172</b>	<b>24.27%</b>	<b>513,693</b>	<b>424,683</b>	<b>20.96%</b>

\* Includes 9 Tribeca sales for the month and 732 YTD.

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