



Media Information

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SUBARU POSTS RECORD SALES IN THE US, CANADA AND AUSTRALIA IN 2014 – US ANNUAL SALES TOP 500,000 FOR THE FIRST TIME

Tokyo, January 16, 2015 - Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that Subaru's 2014 annual sales have post all-time records in its key markets including the US, Canada, and Australia.

Subaru's US sales in 2014 rose 21.0% to 513,693 units, marking another year of significant growth following the increases of 26.0% in 2012 and 26.2% in 2013. Subaru has reached a 500,000 sales milestone for the first time in its history, achieved six consecutive years of record sales, and become the only manufacturer in the US to post seven consecutive years of sales growth. All of the key models have contributed to the sales success; the Outback and Legacy, driven by the all-new 2015 models launched in July, sold 138,790 units (+17.6%) and 52,270 units (+23.6%), respectively. The WRX series achieved 25,492 units (+41.9%) with the all-new 2015 version debuted in March. The Forester and the Subaru XV Crosstrek also enjoyed strong growth, selling 159,953 units (+29.4%) and 70,956 units (32.0%), respectively.

In Canada, Subaru sales rose 14.3% to 42,035 units, achieving an all-time record for the 3rd consecutive year as well as a 40,000 sales milestone for the first time. All of the key models have contributed to the strong sales; the Outback, Legacy, and WRX series each posted sales growth of over 40%, driven by the introduction of the all-new 2015 models. The Outback and Legacy, with the 2015 models launched in July, sold 8,688 units (+42.0%) and 2,924 units (+44.6%), respectively. The WRX series, with the all-new version debuted in March, posted sales of 2,642 units (+42.1%). The Forester and the Subaru XV Crosstrek also contributed to the growth with sales of 12,302 units (+9.5%) and 6,922 units (+13.2%), respectively.

In Australia, Subaru sales were up 0.8% to 40,502 units, setting an all-time record for the 3rd consecutive year. The Forester and Subaru XV maintained the strong momentum with sales of 11,539 units (+7.2%) and 13,670 units (+0.2%), respectively. The Impreza and the WRX series also contributed to the strong sales. The Impreza sold 6,636 units (+32.3%) while the WRX series, propelled by the all-new version launched in April, achieved 3,554 units (+91.6%).

Subaru's US Annual Sales (January – December)

Calendar Year	Unit Sales	% Change from Previous Year
2008	187,699	+0.3%
2009	216,652	+15.4%
2010	263,820	+21.8%
2011	266,989	+1.2%

2012	336,441	+26.0%
2013	424,683	+26.2%
2014	513,693	+21.0%