



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD FEBRUARY SALES

- Record February - monthly sales increase 18.5 percent over February 2014
- 39th consecutive month of year-over-year growth
- Best February ever for Forester, WRX/STI, Legacy, Outback and XV Crosstrek
- 21 percent increase YTD over 2014
- Legacy 55 percent increase YTD over 2014
- 19th consecutive months of more than 10,000 Foresters sold
- 12th consecutive months of more than 10,000 Outbacks sold
- 1.2 millionth Forester sold

Cherry Hill, N.J., Mar 2, 2015 - Subaru of America, Inc. today reported record sales for February 2015 totaling 41,358 vehicles, an 18.5 percent gain over February 2014. The company also reported year-to-date sales of 82,170, a 21 percent gain over the same period in 2014.

February marked the 12th consecutive month of 40,000+ vehicle sales for the company. Forester, WRX/STI, Legacy, Outback and XV Crosstrek sales were notably strong as each model line achieved its best February ever. Legacy sales for February 2015 increased 69 percent over the same month in 2014. The WRX/STI, Outback and XV Crosstrek also enjoyed double-digit gains over February 2014.

In February, Subaru earned a number of awards including the 2015 [Kelley Blue Book](#) 5-Year Cost to Own Award for the Brand category, [Motorweek](#) awarded the all-new 2015 Legacy its Drivers' Choice Award for Best Family Sedan, [U.S. News and World Report](#) gave Subaru its 2015 Best Wagon for the Money award for the Outback, and [Consumer Guide® Automotive](#) awarded the Subaru BRZ with a "Best Buy Award" in the Sporty/Performance Car category for the second consecutive year.

"Subaru of America is particularly proud of the number of awards and accolades our vehicles have received recently," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "The strength of our products and increased brand awareness are driving the demand for our vehicles to record levels."

"We're proud that our retailers overcame challenging weather conditions in February and delivered our 39th consecutive month of year over year growth," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "With this start to 2015, we are confident Subaru will have another record year in the U.S."

Carline	Feb-15 MTD	Feb-14 MTD	% Chg MTD	Feb-15 YTD	Feb-14 YTD	% Chg YTD
Forester	11,459	10,773	6.4%	22,669	21,544	5.2%
Impreza	4,826	4,559	5.9%	9,922	8,811	12.6%
WRX/STI	2,359	1,801	31%	4,790	3,334	43.7%
Legacy	4,342	2,575	68.6%	8,223	5,310	54.9%
Outback	11,632	8,967	29.7%	22,983	17,197	33.7%
BRZ	334	617	-45.9%	664	1,209	-45.1%
XV Crosstrek	6,406	5,489	16.7%	12,919	10,290	25.6%
TOTAL	41,358	34,909	18.5%	82,170	67,909	21.00%

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.