



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OF AMERICA, INC. REPORTS RECORD MARCH SALES

- Record March - monthly sales increase 10.4 percent over March 2014
- 40th consecutive month of year-over-year growth
- Best March ever for Forester, WRX/STI, Legacy, Outback and XV Crosstrek
- 16.8 percent increase YTD over 2014
- Legacy 68 percent increase YTD over 2014
- 20th consecutive months of more than 10,000 Foresters sold
- 13th consecutive months of more than 10,000 Outbacks sold
- 150,000th XV Crosstrek sold

Cherry Hill, N.J., Mar 31, 2015 - Subaru of America, Inc. today reported record sales for March 2015 totaling 49,111 vehicles, a 10.4 percent gain over March 2014. The company also reported year-to-date sales of 131,281, a 16.8 percent gain over the same period in 2014.

March marked the 13th 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 March ever. Legacy sales for March 2015 increased 90 percent over the same month in 2014. The Forester, WRX/STI, Outback and XV Crosstrek also enjoyed gains over March 2014.

Subaru of America, Inc., distributors and retailers were today celebrating the best first quarter in the company's 47 year history. "We are very pleased to be able to continue our sales momentum into 2015," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are well on our way to making 2015 our seventh consecutive record year thanks to the tireless efforts of our retailers in satisfying the many needs of our customers."

"We have hardworking retailers who have made these record results possible; and we have the right products for consumers," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "The Subaru line-up of vehicles delivers safety, durability and all-wheel drive confidence. It is a winning combination that will continue to drive sales."

Carline	Mar-15 MTD	Mar-14 MTD	% Chg MTD	Mar-15 YTD	Mar-14 YTD	% Chg YTD
Forester	14,967	13,846	8.1%	37,636	35,390	6.4%
Impreza	5,364	5,908	-9.2%	15,286	14,719	3.9%
WRX/STI	2,471	2,181	13.3%	7,261	5,515	31.7%
Legacy	6,148	3,234	90.1%	14,371	8,544	68.2%

Outback	12,504	11,729	6.6%	35,487	28,926	22.7%
BRZ	495	857	-42.2%	1,159	2,066	-43.9%
XV Crosstrek	7,162	6,585	8.8%	20,081	16,875	19.0%
TOTAL	49,111	44,479	10.4%	131,281	112,388	16.8%

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.