

Media Information



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SUBARU OF AMERICA, INC. REPORTS RECORD APRIL SALES

- Record April - monthly sales increase 18 percent over April 2014
- 41st consecutive month of year-over-year growth
- Best April ever for Forester, Legacy, Outback and XV Crosstrek
- 17 percent increase YTD over 2014
- 21st consecutive months of more than 10,000 Foresters sold
- 14th consecutive months of more than 10,000 Outbacks sold

Cherry Hill, N.J., Apr 30, 2015 - Subaru of America, Inc. today reported record sales for April 2015 totaling 47,241 vehicles, an 18 percent gain over April 2014. The company also reported year-to-date sales of 178,522, a 17 percent gain over the same period in 2014.

April marked the 14th consecutive month of 40,000+ vehicle sales for the company. Forester, Legacy, Outback and XV Crosstrek sales were notably strong as each model line achieved its best April ever. Legacy sales for April 2015 increased 68.8 percent over the same month in 2014.

In April, Subaru earned two 2015 [Kelley Blue Book](#) Brand Image Awards for Most Trusted Brand and Best Performance Brand. The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public.

"Our April results exceeded our expectations and we are delighted to have achieved another monthly sales record," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We have an awesome group of retailers who have made these results possible and are the true strength of our brand."

"We have seen record numbers of consumers shopping the Subaru brand and we continue to have excellent demand across our entire line-up, said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We are pleased by the outstanding results provided by our retailers that included the best April ever for Forester, Legacy, Outback, and XV Crosstrek."

Carline	Apr-15	Apr-14	% Chg	Apr-15	Apr-14	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	13,977	11,547	21.0%	51,613	46,937	9.9%
Impreza	5,311	5,444	-2.4%	20,597	20,163	2.2%

WRX/STI	2,713	2,698	0.6%	9,974	8,213	21.4%
Legacy	5,276	3,126	68.8%	19,647	11,670	68.4%
Outback	12,534	10,663	17.6%	48,021	39,589	21.3%
BRZ	494	820	-39.8%	1,653	2,886	-42.7%
XV Crosstrek	6,936	5,678	22.2%	27,017	22,553	19.8%
TOTAL	47,241	40,083	17.9%	178,522	152,471	17.1%

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.