



Media Information

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The Sky'S The Limit: Subaru Of America'S Denver District Reports Mile High Sales

Gearing Up for the Denver Auto Show, Subaru Reports Record-Breaking March Sales

Cherry Hill, N.J., Mar 31, 2010 - Subaru of America, Inc. today announced another record-breaking sales month while the Denver District recorded 59-percent increase in March 2010 sales over March 2009. This is the ninth consecutive month of year-over-year sales increases for the Denver District.

Subaru will roar into the Denver Auto Show on a high note, showing off the company's top-performing vehicles – the 2010 Subaru Outback and Legacy models. The introduction of the redesigned 2010 Subaru Outback and Legacy models in 2009 had a significant impact on the area's sales, where they continue selling very well.

"People in this area are known for being lovers of the outdoors, and Subaru vehicles are a terrific way to get out and enjoy all that this region has to offer," said Lee Grodsky, Denver zone director, Subaru of America, Inc. "These record sales and continued high demand for our products are a testament to the safe, durable and fun-to-drive vehicles we bring to market."

The Subaru Outback had a sales increase of 89-percent in March 2010 versus March 2009, and boasted a year-to-date 93-percent increase. In March 2010, the Subaru Legacy sold double the units it did in March 2009 and had a 62-percent increase year-to-date. Additionally, the Subaru Forester continued to do well with a 49-percent sales increase in March 2010 versus March 2009 and a 28-percent year-to-date increase.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com.