



Media Information

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SUBARU OF AMERICA, INC. ANNOUNCES SEPTEMBER 2015 SALES AS BEST SALES MONTH EVER; BRAND ACHIEVES THIRD CONSECUTIVE MONTH OF RECORD SALES

- Monthly sales increase 27.8 percent over September 2014
- 46th consecutive month of year-over-year growth
- Best September ever for Crosstrek, Forester, Impreza, Outback and WRX/STI
- 14.2 percent increase YTD over 2014
- 26th consecutive month of more than 10,000 Foresters sold
- 19th consecutive month of more than 10,000 Outbacks sold

Cherry Hill, N.J., Oct 1, 2015 - Subaru of America, Inc. today reported 53,070 vehicle sales for September 2015, a 27.8 percent increase over September 2014 sales of 41,517. September marks the best-ever sales month in company history, breaking the previous record set in August 2015 (52,679). The company also reported year-to-date sales of 428,702 vehicles, a 14.2 percent gain over the same period in 2014.

September marked the third consecutive month that Subaru has set an all-time U.S. monthly sales record, as well as the 19th consecutive month of 40,000+ vehicle sales for the company. Crosstrek, Forester, Impreza, Outback and WRX/STI sales were notably strong as each carline achieved its best September ever. The WRX/STI posted a 159 percent increase, while the Impreza posted a 38 percent sales increase in September. The Outback continued to bring in strong sales with an increase of 34 percent, while Crosstrek sales increased 30 percent.

“Subaru has now set three consecutive monthly sales records – achieving 53,070 vehicle sales in September,” said Thomas J. Doll, President and COO, Subaru of America, Inc. “This extraordinary success has been built on a foundation of the right product, the right positioning and most of all, a strong retail network.”

“With September sales exceeding 50,000 units for the third month in a row, Subaru is in a great position to achieve its seventh consecutive all-time sales record in 2015,” said Jeff Walters, senior vice president of sales. “We’re pleased that all of our carlines are performing well and contributing to our successful results.”

| Carline | Sep-15 | Sep-14 | % Chg | Sep-15 | Sep-14 | % Chg |
|----------|--------|--------|-------|---------|---------|-------|
| | MTD | MTD | MTD | YTD | YTD | YTD |
| Forester | 15,364 | 12,584 | 22.1% | 129,568 | 117,940 | 9.9% |

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|------------------|---------------|---------------|--------------|----------------|----------------|--------------|
| Impreza | 5,555 | 4,040 | 37.5% | 50,462 | 46,445 | 8.7% |
| WRX/STI | 3,033 | 1,170 | 159.2% | 25,151 | 17,884 | 40.6% |
| Legacy | 6,277 | 6,198 | 1.3% | 44,231 | 34,718 | 27.4% |
| Outback | 15,126 | 11,315 | 33.7% | 108,419 | 97,266 | 11.5% |
| BRZ | 301 | 506 | -40.5% | 4,133 | 6,245 | -33.8% |
| Crosstrek | 7,414 | 5,691 | 30.3% | 66,738 | 54,303 | 22.9% |
| TOTAL | 53,070 | 41,517 | 27.8% | 428,702 | 375,485 | 14.2% |

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 620 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.