



Media Information

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Subaru Sales Up 35-Percent For May

- Year-to-date Sales Up More Than 29,000 Units Through the Same Period Last Year
- Subaru Outback, Forester and Legacy Vehicles Break Previous Monthly Records

Cherry Hill, N.J., Jun 1, 2010 - Sales for Subaru of America, Inc. continue to climb as the company sold 23,667 vehicles in May 2010 – a 35-percent increase over May 2009 sales of 17,505 units. Year-to-date sales totaled 104,359 units compared with 74,686 units sold through the same period last year. The previous best year-to-date sales were 76,088 units posted in 2008. May also represents the company's best May sales in history, beating the previous record of 18,436 units sold in 2008.

Additionally, sales for the Subaru Outback, Forester and Legacy vehicles continue to establish new monthly records for the company. Outback sales were more than double with a 124-percent increase, Forester sales resulted in a 29-percent increase and the Legacy posted a 19-percent increase over May 2009.

"We have consistently been achieving sales records over the past two years," said Tim Colbeck, senior vice president of sales, Subaru of America, Inc. "That consistency shows the fundamental strength of the brand and reflects increasing awareness among buyers that our products provide a unique combination of safety, utility, performance and value."

| | May-10 | May-09 | % chg | May.-10 YTD | May.-09 YTD | % chg. |
|--------------|---------------|---------------|--------------|--------------------|--------------------|---------------|
| Legacy | 3,586 | 3,022 | 19% | 15,987 | 9,643 | 66% |
| Outback | 7,630 | 3,400 | 124% | 34,593 | 15,206 | 127% |
| Impreza | 4,249 | 4,241 | 0% | 17,315 | 17,116 | 1% |
| Forester | 7,976 | 6,171 | 29% | 35,328 | 30,068 | 17% |
| Tribeca | 226 | 671 | -66% | 1,136 | 2,653 | -57% |
| Total | 23,667 | 17,505 | 35% | 104,359 | 74,686 | 40% |

"The Subaru brand is in a very good position in the industry with its market share at more than 2.3-percent and this is

due to the hard work and dedication of our retailers, employees and independent distributors," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Without their combined efforts, we would not have been able to achieve our current level of success."

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.