



Media Information

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Subaru'S April Sales Reach New Heights With A 48-Percent Sales Increase

Subaru Outback and Legacy Sales Show No Signs of Slowing Down

Cherry Hill, N.J., May 2, 2010 - Subaru of America, Inc. today announced that sales for April 2010 were up 48-percent over April 2009 with 23,198 units sold. Sales for the 2010 Subaru Outback were more than double the previous year with a 133-percent increase, while the 2010 Subaru Legacy posted a 50-percent increase over April 2009. This also marks the best-ever April for the company. The previous April record was established in 2008 with 16,771 units sold. Year-to-date sales increased 41-percent with 80,692 units sold versus 57,181 units over the same period last year.

"The Subaru brand is now consistently achieving new levels of sales, which is a tribute to our strong product line up," said Tim Colbeck, senior vice president of sales, Subaru of America, Inc. "We are significantly ahead of last year's record sales pace and expect the momentum to continue."

| | Apr-10 | Apr-09 | % chg | Apr.-10 YTD | Apr.-09 YTD | % chg. |
|--------------|---------------|---------------|--------------|--------------------|--------------------|---------------|
| Legacy | 3,851 | 2,561 | 50% | 12,401 | 6,621 | 87% |
| Outback | 7,688 | 3,293 | 133% | 26,963 | 11,806 | 128% |
| Impreza | 3,796 | 3,273 | 16% | 13,066 | 12,875 | 1% |
| Forester | 7,627 | 5,955 | 28% | 27,352 | 23,897 | 14% |
| Tribeca | 236 | 567 | -58% | 910 | 1,982 | -54% |
| Total | 23,198 | 15,649 | 48% | 80,692 | 57,181 | 41% |

"Our sales reflect the outstanding efforts of our retailers, the appeal our products represent to our customers and the recognition our vehicles continue to earn from opinion leaders," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "For instance, *Kiplinger's Personal Finance* recently awarded the 2010 Subaru Legacy and Outback vehicles with its *Best* vehicle awards in their categories, while *Parents Magazine* and Edmunds.com just named the 2010 Legacy one of the Best Family Cars for 2010."

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.