



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

## Subaru Continues Breaking Sales Records, Announces Its Best July In History

*Subaru Outback Has Best Month Ever Selling 9,030 Units*

Cherry Hill, N.J., Aug 2, 2010 - Subaru of America, Inc. posted its best July sales in history with 23,983 vehicles sold in July 2010 – a 10-percent increase over July 2009 sales of 21,839 units. Year-to-date sales totaled 149,943 units compared with 115,145 units sold through the same period last year – marking a 30-percent increase.

The Subaru Outback continues to be the stellar performer for the company selling 9,030 units in July 2010 – resulting in an astounding 82-percent increase over July 2009. The Subaru Legacy also continues to increase sales with a 37-percent improvement over July 2009 with 3,208 units sold in July 2010.

"It was great to exceed and build on last year's record results considering that last year's Cash for Clunkers program was very successful for Subaru," said Tim Colbeck, senior vice president of sales, Subaru of America, Inc. "Our products continue to attract both loyal Subaru owners and a larger than ever group of conquest customers."

	<b>Jul-10</b>	<b>Jul-09</b>	<b>% chg</b>	<b>July-10 YTD</b>	<b>July-09 YTD</b>	<b>% chg.</b>
Legacy	3,208	2,340	37%	22,201	14,967	48%
Outback	9,030	4,971	82%	50,177	23,898	110%
Impreza	4,002	6,247	-36%	25,576	28,404	-10%
Forester	7,503	7,574	-1%	50,438	43,732	15%
Tribeca	240	707	-66%	1,551	4,144	-63%
<b>Total</b>	<b>23,983</b>	<b>21,839</b>	<b>10%</b>	<b>149,943</b>	<b>115,145</b>	<b>30%</b>

"Subaru continues to outperform the industry by offering the type of long-term value consumers are demanding," said Thomas J. Doll, executive vice president, Subaru of America, Inc. "Our customers do their research and when they purchase Subaru vehicles they know they are rated Top Safety Picks by the Insurance Institute for Highway Safety, are number one in terms of residual value by Automotive Lease Guide and are consistently ranked in the top spot by well

known Consumer Buyer Guides."

**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](http://www.subaru.com).