



# 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 Establishes June Sales Record

*June Sales Up 16-Percent Over June 2009, YTD Sales Up 35-Percent  
Subaru Forester Posts Best June Sales Ever*

Cherry Hill, N.J., Jun 30, 2010 - Subaru of America, Inc. posted record June sales with 21,601 vehicles sold in June 2010 -- a 16-percent increase over June 2009 sales of 18,620 units. Year-to-date sales totaled 125,960 units compared with 93,306 units sold through the same period last year, resulting in a 35-percent increase.

The current generation Subaru Forester continues to consistently break sales records more than two years after its introduction. Sales for June 2010 represent the best June ever for the Forester with 7,607 units sold -- a 25-percent increase over the same period last year. The top-performing Subaru Outback continues on its blistering sales pace with 6,554 units sold in June -- a 76-percent increase over the same period last year.

"June was a great month for us," said Tim Colbeck, senior vice president of sales, Subaru of America, Inc. "Our inventories are very tight and we still set a record for the month. Demand for our products continues to be strong and our retail network is working hard to sell efficiently."

	<b>Jun-10</b>	<b>Jun-09</b>	<b>% chg</b>	<b>June-10 YTD</b>	<b>June-09 YTD</b>	<b>% chg.</b>
Legacy	3,006	2,984	1%	18,993	12,627	50%
Outback	6,554	3,721	76%	41,147	18,927	117%
Impreza	4,259	5,041	-16%	21,574	22,157	-3%
Forester	7,607	6,090	25%	42,935	36,158	19%
Tribeca	175	784	-78%	1,311	3,437	-62%
<b>Total</b>	<b>21,601</b>	<b>18,620</b>	<b>16%</b>	<b>125,960</b>	<b>93,306</b>	<b>35%</b>

"Now that we are halfway through 2010, the Subaru franchise is clearly on pace to establish another record-setting sales year," said Thomas J. Doll, executive vice president, Subaru of America, Inc. "This has been the best first six months in the history of the company and we are proud of the contribution from all members of the Subaru team."

**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).