



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

Subaru Of America, Inc. Enjoys Best November Ever, Confirms All-Time Sales Record

*Sales up 22% year over year, all model lines up
Record November for Legacy sedan, Outback and Forester*

Cherry Hill, N.J., Nov 30, 2010 - Subaru of America, Inc. continues its record-breaking run with the best November in the company's history with sales of 20,792, a 22% increase on November 2009.

November also saw individual records broken for Legacy sedan, Outback and Forester, while the Impreza line saw a 33% jump in sales.

Subaru's year-to-date sales are also noteworthy. The company's previous full-year record of 216,652, set in 2009 was eclipsed by November 3 with sales of 237,126 already posted. The brand is now up 23% year-to-date and already 10% ahead of the 2009 full year with December sales still to come.

Carline	Nov '10	Nov '09	% chg	Nov '10 YTD	Nov '09 YTD	% chg
Forester	6,260	4,948	27%	77,012	70,558	9%
Impreza	3,405	2,555	33%	40,136	42,964	-6%
Legacy	3,133	2,802	12%	34,841	27,354	27%
Outback	7,814	6,506	20%	82,892	46,980	76%
Tribeca	180	177	2%	2,245	5,722	-60%
	20,792	16,988	22%	237,126	193,578	23%

Subaru's sales gains in 2010 follow successive sales growth in 2008 and 2009 and were driven by increases across the board with strong sales for Outback, Forester, and Legacy Sedan and Impreza. Sales for the brand have grown by close to 50% in just over three years and company officials expect full-year sales for 2010 to exceed 250,000 units.

"We have a formula that works," said Timothy M. Colbeck, senior vice president of sales, Subaru of America, Inc. "Our vehicles are right-sized, come with all-wheel drive standard, and are known for safety, reliability, fuel economy and spirited driving. Add into that mix excellent value for money and it's clear why we are seeing sustained demand for our brand."

"Our entire dealer network deserves praise for their sterling efforts in achieving this record," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "The passion of our dealers and our own people in getting the message out about Subaru, means that consumers are beginning to fully understand the appeal of our products and we expect our sales success to continue as a result of these efforts," Doll added.

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.