



Media Information

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Subaru Of America, Inc. Sets October Sales Record

Best October Ever for Subaru of America
Best October Ever for Outback, Forester, and Legacy Sedan
October Sales Increase 25%; YTD Sales up 23%
New Annual Record to be established this week

Cherry Hill, N.J., Nov 1, 2010 - Subaru of America, Inc. continued its winning sales streak with best-ever October results of 22,720 units, exceeding the previous "best-ever" result set in 2009 by over 25%. Driving these results were record sales for the Outback, Forester, and Legacy Sedan. Subaru year-to-date sales now total 216,334 units – a 23% increase compared to last year. The October year-to-date result puts the brand within a few hundred sales of a new annual record.

"Our 618 Subaru retailers throughout the country again did an outstanding job efficiently turning their inventory and generating record sales," said Timothy M. Colbeck, senior vice president of sales, Subaru of America, Inc. "We had sales increases with our four core carlines. In addition, the launch of our new WRX and STI models has been a huge success – collectively up 50% compared to last October."

Carline	Oct '10	Oct '09	% chg	Oct '10 YTD	Oct '09 YTD	% chg
Forester	6,631	5,169	28%	70,752	65,610	8%
Impreza	3,676	3,049	21%	36,731	40,409	-9%
Legacy	3,543	3,254	9%	31,708	24,552	29%
Outback	8,694	6,451	35%	75,078	40,474	85%
Tribeca	176	246	-28%	2,065	5,545	-63%
	22,720	18,169	25%	216,334	176,590	23%

"We are getting increased production into the hands of our dealers," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "This production, combined with targeted incentives and our brand-building advertising strategy, gives us the opportunity to continue growing volume and increasing market share even in this challenging market," 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.