



Media Information

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Subaru Of America, Inc. Sets September Sales Record

*Company Announces a 47-Percent Sales Increase Year-Over-Year
Best September Ever for Company and Outback and Forester models*

Cherry Hill, N.J., Sep 30, 2010 - Subaru of America, Inc. announced today that it posted its best-ever September sales results. This also marks the best-ever September sales for the Subaru Outback and Forester models.

Subaru sold 21,432 units in September 2010 versus 14,593 units in September 2009, resulting in a 47-percent gain year-over-year. Year-to-date sales of 193,614 units in 2010 versus 158,421 units sold in 2009, resulting in a 22-percent gain compared with the same period last year.

Sales for the Subaru Outback for the month of September were up 91-percent with 8,154 units sold, while sales for Subaru Forester were up 33-percent with 6,449 units sold.

"September's record results reflect that demand for Subaru products continues to outpace supply despite the uncertain economy," said Timothy M. Colbeck, senior vice president of sales, Subaru of America, Inc. "We have been increasing shipments to dealers, but they continue to sell everything we send them."

	Sep-10	Sep-09	% chg	Sept.-10 YTD	Sept.-09 YTD	% chg.
Legacy	2,999	2,762	9%	28,165	21,298	32%
Outback	8,154	4,268	91%	66,384	34,023	95%
Impreza	3,678	2,366	55%	33,055	37,360	-12%
Forester	6,449	4,839	33%	64,121	60,441	6%
Tribeca	152	358	-58%	1,889	5,299	-64%
Total	21,432	14,593	47%	193,614	158,421	22%

"Our sales reflect that Subaru products represent the best all-around package in the marketplace," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "As we currently have the lowest incentives in the industry and continue breaking sales records, we know that customers have done their homework and recognize that Subaru

products offer them the utility and capability that All-Wheel Drive provides as well as the long-term value they are looking for," 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.