



Media Information

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Subaru Records Best First Quarter Sales Ever And Breaks March Record

Automaker Breaks Sales Records for Eight Out of the Last Ten Months

Cherry Hill, N.J., Mar 31, 2010 - Subaru of America, Inc. today announced its best first quarter sales ever with 57,494 units sold, continuing its strong start to 2010. March 2010 also marks another monthly record with 23,785 units sold, breaking the previous March record in 2006 of 19,049 units sold. The automaker has broken sales records for eight of the last ten months.

"We continue breaking sales records because of our great products and we are doing it while keeping incentives among the lowest in the industry," said Tim Colbeck, senior vice president of sales, Subaru of America, Inc.

	Mar-10	Mar-09	% chg	Mar-10 YTD	Mar-09 YTD	% chg
Legacy	3,487	1,554	124%	8,550	4,060	111%
Outback	7,619	3,609	111%	19,275	8,513	126%
Impreza	3,969	3,725	7%	9,270	9,602	-3%
Forester	8,467	6,802	24%	19,725	17,942	10%
Tribeca	243	559	-57%	674	1,415	-52%
Total	23,785	16,249	46%	57,494	41,532	38%

"The Subaru brand occupies a unique position in the marketplace due to our exceptional sales results and products that offer customers superior safety, value, reliability and durability," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "Topping that off, our vehicles are delivered through a passionate retail sales network that takes pride in offering our customers the best sales and service experience possible."

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.