



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

Subaru Sales Continue To Climb

Subaru Outback Has Best August Ever

Cherry Hill, N.J., Aug 31, 2010 - Subaru of America, Inc. today reported August sales of 22,239 units. With the exception of last year's outstanding result during the CARS program this was Subaru of America's best August ever. Year-to-date sales totaled 172,182 units – a 20-percent increase.

The Subaru Outback posted another record month with 8,053 units sold in August 2010, a 37-percent increase compared to August 2009.

"August was another great sales month for Subaru," said Tim Colbeck, senior vice president of sales, Subaru of America, Inc. "Since last August and the CARS program we've ramped up production but demand has continued to outpace supply for our products. Thanks to our strong product line up, we continue to grow and are looking at another record year for the brand."

Vehicle Lineup	Aug-10	Aug-09	% chg	Aug-10 YTD	Aug-09 YTD	% chg.
Legacy	2,965	3,569	-17%	25,166	18,536	36%
Outback	8,053	5,857	37%	58,230	29,755	96%
Impreza	3,801	6,590	-42%	29,377	34,994	-16%
Forester	7,234	11,870	-39%	57,672	55,602	4%
Tribeca	186	797	-77%	1,737	4,941	-65%
Total	22,239	28,683	-22%	172,182	143,828	20%

"The dedication and outstanding efforts of our employees and retail partners allow Subaru to continue to achieve new sales records," said Thomas J. Doll, executive vice president, Subaru of America, Inc. "We have a strong product line that appeals to today's buyers, and we are on target for another record-setting year."

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

