



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

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OF AMERICA, INC. REPORTS RECORD FEBRUARY SALES

- Record February - monthly sales increase 1.6 percent over February 2015
- 51st consecutive month of month-over-month growth
- Best February ever for Forester, Outback, WRX/STI
- 24th consecutive month of more than 10,000 Outbacks sold
- 31st consecutive month of more than 10,000 Foresters sold

Cherry Hill, N.J., Mar 1, 2016 - Subaru of America, Inc. today reported record sales for February 2016 totaling 42,011 vehicles, a 1.6 percent gain over February 2015. The company also reported year-to-date sales of 83,112 vehicles, a 1.2 percent gain over the same period in 2015. These results build on strong sales from 2015 where Subaru achieved its seventh consecutive year of sales records and exceeded 580,000 annual sales – a first in the company’s history.

February marked the 24th consecutive month of 40,000+ vehicle sales for the company. Forester, Outback, WRX/STI sales were notably strong as each carline achieved its best February ever. Legacy sales for February 2016 increased 2.6 percent over the same month in 2015. BRZ also enjoyed gains over February 2015. Earlier in the month, the 2016 Outback made Kelley Blue Book’s [16 Best Family Cars of 2016](#) for meeting the needs of the modern family with emphasis on outstanding room for both passengers and cargo and excellent off-road capability.

“Subaru vehicles continue to be recognized by the press and public alike for their reliability, value and safety ratings,” said Thomas J. Doll, president and chief operating officer for Subaru of America. “Our record sales are the result of focusing on our core strengths, producing safe, reliable and versatile vehicles that are delivered through an outstanding retail network.”

“We again reported a sales increase in spite of limited inventory levels across the country,” said Jeff Walters, senior vice president of sales for Subaru of America. “Our retailers continue to show dedication and commitment which makes these impressive results possible.”

Carline	Feb-16	Feb-15	% Chg	Feb-16	Feb-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	12,239	11,459	6.8%	24,143	22,669	6.5%
Impreza	4,432	4,826	-8.2%	8,814	9,922	-11.2%
WRX/STI	2,380	2,359	0.9%	4,716	4,790	-1.5%

Legacy	4,454	4,342	2.6%	8,927	8,223	8.6%
Outback	11,952	11,632	2.8%	23,149	22,983	0.7%
BRZ	425	334	27.3%	786	664	18.4%
Crosstrek	6,129	6,406	-4.3%	12,577	12,919	-2.7%
TOTAL	42,011	41,358	1.6%	83,112	82,170	1.2%

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers 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 media.subaru.com.