



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD APRIL SALES

- Record April - monthly sales increase 6.6 percent over April 2015
- 53 consecutive months of month-over-month growth
- Best April ever for Crosstrek, Forester, Outback and WRX/STI
- 26 consecutive months of more than 10,000 Outbacks sold
- 33 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., May 3, 2016 - Subaru of America, Inc. today reported record sales for April 2016 totaling 50,380 vehicles, a 6.6 percent gain over April 2015. The company also reported year-to-date sales of 182,777 vehicles, a 2.4 percent gain over the same period in 2015.

April marked the 26th consecutive month of 40,000+ vehicle sales for the company. Crosstrek, Forester, Outback and WRX/STI sales were notably strong as each carline achieved its best April ever.

“Through the outstanding efforts of our retailers, our franchise was able to report its best April ever,” said Thomas J. Doll, president and chief operating officer for Subaru of America. “We are proud to be represented by a passionate and dedicated group of retailers who deliver an outstanding purchase and ownership experience to our customers.”

Driven by our industry-leading owner loyalty and new customers choosing Subaru at a record rate, we are on pace so far this year for our eighth consecutive sales record with over 600,000 vehicles,” said Jeff Walters, senior vice president of sales for Subaru of America.

Carline	Apr-16	Apr-15	% Chg	Apr-16	Apr-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,490	13,977	3.7%	52,917	51,613	2.5%
Impreza	4,836	5,311	-8.9%	18,843	20,597	-8.5%
WRX	3,096	2,713	14.1%	10,549	9,974	5.8%
Legacy	5,591	5,276	6.0%	20,069	19,647	2.2%
Outback	14,294	12,534	14.0%	51,565	48,021	7.4%
BRZ	466	494	-5.7%	1,677	1,653	1.5%
Crosstrek	7,607	6,936	9.7%	27,157	27,017	0.5%
TOTAL	50,380	47,241	6.6%	182,777	178,522	2.4%

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.