

Media Information



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SUBARU OF AMERICA, INC. REPORTS RECORD OCTOBER SALES

- Record October - monthly sales increase 4.1 percent over October 2015
- 59 consecutive months of yearly month-over-month growth
- Best October ever for Outback, Crosstrek and Forester
- 32 consecutive months of more than 10,000 Outbacks sold
- 39 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Nov 1, 2016 - Subaru of America, Inc. today reported 53,760 vehicle sales for October 2016, a 4.1 percent increase over October 2015 sales of 51,629 vehicles. The company also reported year-to-date sales of 500,647 vehicles, a 4.2 percent gain over the same period in 2015.

October marked the 32nd consecutive month of 40,000+ vehicle sales for the company. Outback, Crosstrek and Forester sales were notably strong as each carline achieved its best October ever. Outback posted a 22.3 percent increase, Crosstrek posted a 14.4 percent increase, while Forester posted a 1 percent sales increase in October.

"With four consecutive months of sales exceeding 50,000 vehicles, we have the momentum to achieve our eighth consecutive all-time sales record in 2016," said Thomas J. Doll, president and COO of Subaru of America, Inc. "These continuing record breaking results are a testament to the dedication, commitment and perseverance of our retailers."

"As we head into the final two months of the year, we are very pleased to have improved availability for Legacy and Outback, as well as the arrival of the all-new 2017 Impreza," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We are also looking forward to continuing our popular annual 'Share the Love' event with its tradition of giving back to the community," Walters concluded.

Subaru of America recently announced the return of its annual Share the Love event for 2016.

This year marks the ninth year of the program and Subaru hopes to exceed a grand total of \$90 million donated to a host of national and local charities since the inception of the Share the Love program. From November 17, 2016 to January 3, 2017, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following national charities: ASPCA®, Make-A-Wish, Meals On Wheels America® and National Park Foundation, or a hometown charity selected by participating Subaru retailers.

Carline	Oct-16	Oct-15	% Chg	Oct-16	Oct-15	% Chg

	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15,330	15,172	1.0%	145,982	144,740	0.7%
Impreza	3,010	5,340	-43.6%	48,080	55,802	-13.8%
WRX/STI	2,579	3,013	-14.4%	27,750	28,164	-1.5%
Legacy	6,136	5,688	7.9%	53,532	49,919	7.2%
Outback	18,008	14,729	22.3%	144,434	123,148	17.3%
BRZ	330	374	-11.8%	3,692	4,507	-18.1%
Crosstrek	8,367	7,313	14.4%	77,177	74,051	4.2%
TOTAL	53,760	51,629	4.1%	500,647	480,331	4.2%

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.