

Media Information



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SUBARU OF AMERICA, INC. REPORTS RECORD JANUARY SALES

- Record January - monthly sales increase 6.8 percent over January 2016
- 62 consecutive months of yearly month-over-month growth
- Best January ever for Outback and Forester
- 35 consecutive months of more than 10,000 Outbacks sold
- 42 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Feb 1, 2017 - Subaru of America, Inc. today reported 43,879 vehicle sales for January 2017, a 6.8 percent increase over January 2016, and the best January in the history of the company. These results continue the company's sales momentum from 2016 where Subaru achieved eight consecutive years of record sales and exceeded 615,000 annual sales – a first in company history.

January marked the 35th consecutive month of 40,000+ vehicle sales for the company. Outback and Forester sales were notably strong as each model achieved its best January ever. Impreza sales for January 2017 increased 16.5 percent over the same month in 2016. Crosstrek also enjoyed gains over January 2016. In January, Impreza, Legacy and WRX each won [Kelley Blue Book 2017 Best Resale Value Awards](#) in their respective categories for a second year in a row. WRX also placed in the Best Resale Value Top 10 for the second consecutive year.

"We have to thank our dedicated retailers who delivered a wonderful start to 2017 with our best January sales ever and our 62nd consecutive month of yearly, month-over-month sales increases," said Thomas J. Doll, president and chief operating officer.

"With the all-new Impreza arriving at retailers and already selling very well prior to the launch of its advertising campaign in mid-February, we expect an excellent start to the year." said Jeff Walters, senior vice president of sales.

Carline	Jan-17	Jan-16	% Chg
	MTD	MTD	MTD
Forester	12,853	11,904	8.0%
Impreza	5,105	4,382	16.5%
WRX/STI	2,142	2,336	-8.3%
Legacy	3,882	4,473	-13.2%
Outback	13,186	11,197	17.8%

BRZ	204	361	-43.5%
Crosstrek	6,507	6,448	0.9%
TOTAL	43,879	41,101	6.8%

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.