

Media Information



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SUBARU OF AMERICA, INC. REPORTS RECORD FEBRUARY SALES

- Record February - monthly sales increase 8.3 percent over February 2016
- 63 consecutive months of yearly month-over-month growth
- Best February ever for Outback, Forester, Crosstrek and WRX/WRX STI
- 36 consecutive months of more than 10,000 Outbacks sold
- 43 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Mar 1, 2017 - Subaru of America, Inc. today reported 45,500 vehicle sales for February 2017, an 8.3 percent increase over February 2016, and the best February in the history of the company. The company also reported year-to-date sales of 89,379 vehicles, a 7.5 percent gain over the same period in 2016. These results build on strong sales from 2016 where Subaru achieved its eight consecutive year of sales records and exceeded 615,000 annual sales – a first in the company's history.

February marked the 36th consecutive month of 40,000+ vehicle sales for the company. Outback, Forester, Crosstrek and WRX/WRX STI sales were notably strong as each model achieved its best February ever. Impreza sales for February 2017 increased 31.5 percent over the same month in 2016.

"As we enter our [50th Anniversary](#) Jubilee Year, we are off to the best start to a calendar year in the history of our franchise," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are sincerely grateful to our retailers for their continued dedication in making these historic results possible".

"We are excited we could finish with the best February ever for the Outback, Forester, Crosstrek and WRX/WRX STI, as well as impressive growth for the newly-introduced 2017 Impreza," said Jeff Walters, senior vice president of sales for Subaru of America. "We anticipate continued success throughout the year given the strength we have across our line-up."

Earlier in the month, the 2017 Impreza, when equipped with EyeSight and LED Steering Responsive Headlights, received the 2017 TOP SAFETY PICK+ award from the Insurance Institute for Highway Safety (IIHS). Subaru also won in two major categories of the Kelley Blue Book 2017 [5-Year Cost to Own Awards](#). This year's honors, which recognize brands and new vehicles with the lowest projected ownership costs, were awarded to Subaru for "[Best Brand](#)" and the 2017 Crosstrek for "[Best Compact SUV/Crossover](#)." In addition, the 2017 Outback made Kelley Blue Book's [12 Best Family Cars of 2017](#) list for the "[Best Two-Row SUVs for Families](#)" category.

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Carline	Feb-17	Feb-16	% Chg	Feb-17	Feb-16	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	12,820	12,239	4.8%	25,673	24,143	6.3%
Impreza	5,826	4,432	31.5%	10,931	8,814	24.0%
WRX/STI	2,498	2,380	5.0%	4,640	4,716	-1.6%
Legacy	3,924	4,454	-11.9%	7,806	8,927	-12.6%
Outback	13,477	11,952	12.8%	26,663	23,149	15.2%
BRZ	344	425	-19.1%	548	786	-30.3%
Crosstrek	6,611	6,129	7.9%	13,118	12,577	4.3%
TOTAL	45,500	42,011	8.3%	89,379	83,112	7.5%

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.