

# 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](mailto:mmchale@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## **SUBARU OF AMERICA, INC. ANNOUNCES DECEMBER 2017 AS BEST-EVER SALES MONTH; SETS BEST-EVER YEARLY SALES RECORD**

- Best December ever - monthly sales increase 5.4 percent over December 2016
- 73 consecutive months of yearly month-over-month growth
- Best December ever for Crosstrek and Impreza
- Best year ever for Outback, Impreza and Crosstrek
- 46 consecutive months of more than 10,000 Outbacks sold
- 53 consecutive months of more than 10,000 Foresters sold
- 10 consecutive months of 50,000+ vehicle sales

Cherry Hill, N.J., Jan 3, 2018 - Subaru of America, Inc. today reported record-breaking sales of 647,956 vehicles for the 2017 calendar year; an increase of 5.4 percent over the previous annual record of 615,132 vehicles set in 2016. This is the ninth consecutive year of record sales for Subaru of America and tenth consecutive year of sales increases.

The December sales total of 63,342 vehicles marks the automaker's best-ever sales month, topping the previous best month of August 2017 (63,215). December also marks the tenth consecutive month of 50,000+ vehicle sales for the company.

In 2017, Outback, Impreza and Crosstrek sales were notably strong as each achieved new annual sales records. Outback and Impreza finished the year with sales of 188,886 and 86,043, up 3.3 percent and 55.8 percent, respectively. Crosstrek, all-new for 2018, added 110,138 sales to the year-end total, while the Forester achieved 177,563 sales in 2017. Legacy added 49,837 annual sales. On the performance side, the automaker's WRX and STI models achieved annual sales of 31,358.

"We closed 2017 with our ninth consecutive year of record sales and our tenth consecutive year of sales increases which underscores the successful growth the Subaru brand has enjoyed over this time," said Thomas J. Doll, president and COO of Subaru of America, Inc. "Since 2008, our franchise has grown at a compound annual growth rate of about 15 percent per year and we have to thank our dedicated retailers, distributors, Subaru Corporation, as well as our passionate colleagues for their commitment in making these record breaking results possible."

"December represented the best month ever for Subaru of America, capping off the best year in the company's 50-year history, in both sales and market share," said Jeff Walters, senior vice president of sales. "Subaru is well positioned to continue its success into 2018 with the all-new 3-row Ascent and an upcoming hybrid coming later this year," added Walters.

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<b>Carline</b>	<b>Dec-17</b>	<b>Dec-16</b>	<b>% Chg</b>	<b>Dec-17</b>	<b>Dec-16</b>	<b>% Chg</b>
	<b>MTD</b>	<b>MTD</b>	<b>MTD</b>	<b>YTD</b>	<b>YTD</b>	<b>YTD</b>
<b>Forester</b>	<b>17,441</b>	18,015	-3.2%	<b>177,563</b>	178,593	-0.6%
<b>Impreza</b>	<b>8,037</b>	5,126	56.8%	<b>86,043</b>	55,238	55.8%
<b>WRX/STI</b>	<b>2,424</b>	2,938	-17.5%	<b>31,358</b>	33,279	-5.8%
<b>Legacy</b>	<b>4,593</b>	5,960	-22.9%	<b>49,837</b>	65,306	-23.7%
<b>Outback</b>	<b>18,248</b>	20,695	-11.8%	<b>188,886</b>	182,898	3.3%
<b>BRZ</b>	<b>297</b>	214	38.8%	<b>4,131</b>	4,141	-0.2%
<b>Crosstrek</b>	<b>12,302</b>	10,229	20.3%	<b>110,138</b>	95,677	15.1%
<b>TOTAL</b>	<b>63,342</b>	<b>63,177</b>	<b>0.3%</b>	<b>647,956</b>	<b>615,132</b>	<b>5.3%</b>

December sales were bolstered by the annual [Share the Love event](#) where Subaru of America donates \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America and National Park Foundation, or a hometown charity selected by participating Subaru retailers. Subaru hopes to exceed a grand total of \$115 million donated since the creation of Share the Love to celebrate the tenth anniversary of the event in the automaker's 50th anniversary in the U.S. Final 2017 Share the Love event donation results are expected in March.

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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