



# Media Information

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## SUBARU OF AMERICA, INC. ANNOUNCES JANUARY SALES

- Best January ever – monthly sales increase 1.1 percent over January 2017
- 74 consecutive months of yearly month-over-month growth
- Best January ever for Crosstrek and Outback
- 47 consecutive months of more than 10,000 Outbacks sold
- 54 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Feb 1, 2018 - Subaru of America, Inc. today reported 44,357 vehicle sales for January 2018, a 1.1 percent increase over January 2017, and the best January in the history of the company. These results continue the company's sales momentum from 2017 where Subaru achieved nine consecutive years of record sales and exceeded 647,000 annual sales – a first in company history.

January marked the 47th consecutive month of 40,000+ vehicle sales for the automaker. Crosstrek and Outback sales were notably strong as each model achieved its best January ever. Impreza and BRZ sales for January 2018 increased 4.8 percent and 15.2 percent, respectively, over the same month in 2017. In January, Impreza and WRX each won [Kelley Blue Book 2018 Best Resale Value Awards](#) in their respective categories for another consecutive year. WRX also placed in the Best Resale Value Top 10 for the third year in a row.

"Our retailers continue to understand that in today's competitive auto market, it is vitally important to convey to our customers the value that is inherent in all of our products and services," said Thomas J. Doll, president and COO of Subaru of America, Inc. "It is through the determination of our retailers that we continue to establish yearly month-over-month sales increases in such a competitive auto industry environment."

"In January, the all-new Crosstrek again exceeded our expectations and delivered an outstanding result," said Jeff Walters, senior vice president of sales. "Our portfolio of SUV models continues driving new customers to Subaru. The arrival later this year of the three-row 2019 Subaru Ascent SUV will be an exciting addition to our line-up."

| Carline  | Jan-18<br>MTD | Jan-17<br>MTD | % Chg<br>MTD | Jan-18<br>YTD | Jan-17<br>YTD | % Chg<br>YTD |
|----------|---------------|---------------|--------------|---------------|---------------|--------------|
| Forester | 10,848        | 12,853        | -15.6%       | 10,848        | 12,853        | -15.6%       |
| Impreza  | 5,351         | 5,105         | 4.8%         | 5,351         | 5,105         | 4.8%         |

|                  |               |               |             |               |               |             |
|------------------|---------------|---------------|-------------|---------------|---------------|-------------|
| <b>WRX/STI</b>   | <b>1,919</b>  | 2,142         | -10.4%      | <b>1,919</b>  | 2,142         | -10.4%      |
| <b>Legacy</b>    | <b>3,288</b>  | 3,882         | -15.3%      | <b>3,288</b>  | 3,882         | -15.3%      |
| <b>Outback</b>   | <b>13,279</b> | 13,186        | 0.7%        | <b>13,279</b> | 13,186        | 0.7%        |
| <b>BRZ</b>       | <b>235</b>    | 204           | 15.2%       | <b>235</b>    | 204           | 15.2%       |
| <b>Crosstrek</b> | <b>9,437</b>  | 6,507         | 45.0%       | <b>9,437</b>  | 6,507         | 45.0%       |
| <b>TOTAL</b>     | <b>44,357</b> | <b>43,879</b> | <b>1.1%</b> | <b>44,357</b> | <b>43,879</b> | <b>1.1%</b> |

In celebration of its [50th anniversary](#) in the United States on February 15, 2018, Subaru of America, Inc. will debut the [50th Anniversary Edition for each vehicle](#) in its 2018 line-up at the Chicago Auto Show next week. In keeping with its philosophy of supporting local communities, the automaker donated 50 new 2018 Subaru Outback vehicles to Meals on Wheels America, to be distributed to select Meals on Wheels programs across the U.S. The ' [50 Cars for 50 Years](#)' vehicles will be used for the delivery of nutritious meals, friendly visits and safety checks to seniors across 39 states.

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

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).