



Media Information

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SUBARU OF AMERICA REPORTS AUGUST 2018 AS ALL-TIME BEST SALES MONTH

- August 2018 marks best-ever sales month in company history
- Record August – monthly sales increase 1.4 percent over August 2017
- 81 consecutive months of yearly month-over-month growth
- Best August ever for Impreza and Ascent
- 54 consecutive months of more than 10,000 Outbacks sold
- 61 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Sep 4, 2018 - Subaru of America, Inc. today reported 64,088 vehicle sales for August 2018, a 1.4 percent increase over August 2017, and marks the best-ever sales month in company history, breaking the previous record set in December 2017 (63,342). The company also reported year-to-date sales of 446,374 vehicles, a 5.3 percent gain over the same period in 2017.

August marked the 54th consecutive month of 40,000+ vehicle sales for the company. Impreza and Ascent sales were notably strong as each model achieved its best August ever. Impreza sales for August 2018 increased 9.3 percent, while BRZ sales increased 13.7 percent over the same month in 2017. In addition, 4,235 of the all-new 3-row Ascent SUVs were delivered in August.

“We are proud to celebrate the all-time best sales month in the history of the Subaru franchise with our dedicated retailers, employees and independent distributors,” said Thomas J. Doll, president and CEO, Subaru of America, Inc. “We know that customers have a lot of options when shopping for a car and we are honored that they select Subaru as their vehicle of choice – it is a testament to the trust we have established with new and returning customers.”

“As you would expect from a best-ever month, we had strong results across our line-up,” said Jeff Walters, Senior Vice President of Sales. “Our successful launch of the three-row Ascent will soon be followed by the arrival of the all-new 2019 Forester. Our SUV models will continue to drive our sales momentum.”

Carline	Aug-18	Aug-17	% Chg	Aug-18	Aug-17	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	15435	15528	-0.6%	108471	118768	-8.7%
Impreza	8154	7462	9.3%	53354	58265	-8.4%

WRX/STI	2523	2528	-0.2%	19574	21646	-9.6%
Ascent	4235	0	0.0%	10721	0	0.0%
Legacy	3452	4210	-18.0%	27472	33559	-18.1%
Outback	18006	20327	-11.4%	125097	124161	0.8%
BRZ	383	337	13.7%	2646	3006	-12.0%
Crosstrek	11900	12823	-7.2%	99039	64323	54.0%
TOTAL	64088	63215	1.40%	446374	423728	5.3%

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 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 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 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. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).