



Media Information

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SUBARU OF AMERICA CLOSES OUT THIRD QUARTER WITH RECORD SEPTEMBER

- Record September – monthly sales increase 3.5 percent over September 2017
- 82 consecutive months of yearly month-over-month growth
- Best September ever for Ascent
- 55 consecutive months of more than 10,000 Outbacks sold
- 62 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Oct 2, 2018 - Subaru of America, Inc. today reported 57,044 vehicle sales for September 2018, a 3.5 percent increase over September 2017. The company also reported year-to-date sales of 503,418 vehicles, a 5.1 percent gain over the same period in 2017.

September marked the 55th consecutive month of 40,000+ vehicle sales for the company. Forester sales for September increased 1.4 percent over the same month in 2017. In addition, 5,859 of the all-new 3-row Ascent SUVs were delivered in September.

“Subaru of America is particularly proud of the all-new 2019 Ascent SUV earning the highest possible rating for front crash prevention from [Insurance Institute for Highway Safety \(IIHS\)](#),” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “This is a testament to the safety and technology advantage provided by the EyeSight® Driver Assist Technology. It’s no surprise people are flocking to the new Ascent with its winning combination of size, safety and versatility.”

“The all-new 2019 [Forester](#) is just arriving at our retailers and is better in almost every way,” said Jeff Walters, Senior Vice President of Sales. “Along with the Ascent, Crosstrek, and Outback, these SUVs will carry our record sales pace into the third quarter of this year.”

Carline	Sep-18 MTD	Sep-17 MTD	% Chg MTD	Sep-18 YTD	Sep-17 YTD	% Chg YTD
Forester	13,453	13,262	1.4%	121,924	132,030	-7
Impreza	6,186	6,324	-2.2%	59,540	64,589	-7
WRX/STI	2,383	2,510	-5.1%	21,957	24,156	-9
Ascent	5,859	0	0.00%	16,580	0	0.0

Legacy	3,608	3,902	-7.5%	31,080	37,461	-17
Outback	12,895	16,330	-21.0%	137,992	140,491	-1
BRZ	284	301	-5.7%	2,930	3,307	-11
Crosstrek	12,376	12,491	-0.9%	111,415	76,814	45
TOTAL	57,044	55,120	3.5%	503,418	478,848	5

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