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SUBARU CELEBRATES SEVEN YEARS OF MONTHLY SALES RECORDS WITH BEST-EVER NOVEMBER SALES

- Best-ever November – monthly sales increase nearly 10 percent
- 84 consecutive months – seven years – of yearly, month-over-month growth
- Best November ever for Ascent, Crosstrek and Forester
- 57 consecutive months of more than 10,000 Outbacks sold
- 64 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Dec 3, 2018 - Subaru of America, Inc. today reported 56,782 vehicle sales for November 2018, a 9.8 percent increase compared to November 2017. The company also reported year-to-date sales of 615,594 vehicles, a 5.3 percent gain compared to the same period in 2017.

November marked the 57th consecutive month of 40,000+ vehicle sales for the company. Ascent, Crosstrek and Forester sales were notably strong as each model achieved its best November ever. Crosstrek posted a 4.7 percent increase, while Forester posted a 9.6 percent increase compared to November 2017. In addition, 5,890 of the all-new 3-row Ascent SUVs were delivered in November.

“We at Subaru would like to extend our heartfelt gratitude to our dedicated network of retailers who once again achieved record sales in November – marking 84 consecutive months of yearly, month-over-month sales increases – that’s seven years of sales increases,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “November was a special month for the Subaru brand as we continued to establish new month-over-month sales records, while also celebrating the return of our annual philanthropic Subaru Share the Love Event for its eleventh consecutive year.”

During the Share the Love Event, Subaru of America will donate $250 for every new Subaru vehicle purchased or leased through January 2, 2019 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 pre-approved hometown charity selected by participating Subaru retailers. By the end of this year’s event, the automaker hopes to exceed a grand total of $140 million donated since the Subaru Share the Love Event started in 2008.

“Throughout November, we saw strong sales from the all-new 2019 Forester following its debut last month, as well as continued sales and momentum from the 2019 Ascent,” said Jeff Walters, Senior Vice President of Sales. “We look forward to closing out a strong year thanks to our class-leading SUV line-up.”

Carline	Nov-18 MTD	Nov-17 MTD	% Chg MTD	Nov-18 YTD	Nov-17 YTD	% Chg YTD
Forester	**16,066**	14,662	9.6%	**153,971**	160,122	-3.8%
Impreza	**5,481**	6,684	-18.0%	**70,520**	78,006	-9.6%
WRX/STI	**2,079**	2,362	-12.0%	**26,313**	28,934	-9.1%
Ascent	**5,890**	0	0.0%	**28,478**	0	0.0%
Legacy	**2,903**	3,245	-10.5%	**36,735**	45,244	-18.8%
Outback	**13,437**	14,361	-6.4%	**163,003**	170,638	-4.5%
BRZ	**301**	256	17.6%	**3,485**	3,834	-9.1%
Crosstrek	**10,625**	10,151	4.7%	**133,089**	97,836	36.0%
TOTAL	**56,782**	**51,721**	**9.8%**	**615,594**	**584,614**	**5.3%**

Furthering the optimism around Subaru, the company was honored with the " Best Overall Mainstream Brand" Residual Value Award from ALG for the fourth consecutive year. Along with the top honor, five Subaru models earned awards in their respective segments:

- Subaru Impreza – Best Compact Car
- Subaru WRX – Best Sports Car
- Subaru Forester – Best Compact Utility Car
- Subaru Outback – Best Midsize Utility 2nd Row Seating
- Subaru Crosstrek – Best Subcompact Utility

ALG,the analytics division of TrueCar Inc. and the industry benchmark for projecting future vehicle values and depreciation data, recognized 26 vehicles with segment awards, alongside two brands representing the Mainstream and Premium sectors of the industry. Winners are chosen through a careful analysis of each segment, historical vehicle performance and industry trends, while factoring in quality, production levels relative to demand, pricing and marketing strategies.

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.