



Media Information

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Subaru Of America Sets New Sales Record With Outback, Forester And Ascent Leading The Charge To Highest Ever April Sales

- Best April ever – monthly sales increase 7.7 percent over April 2018
- 89 consecutive months of yearly, month-over-month growth
- Best April ever for Outback, Forester and Ascent
- 62 consecutive months of more than 10,000 Outbacks sold
- 69 consecutive months of more than 10,000 Foresters sold

Camden, N.J., May 1, 2019 - Subaru of America, Inc. today reported 57,288 vehicle sales for April 2019, a 7.7 percent increase compared with April 2018, and the best April in the history of the company. The automaker also reported year-to-date sales of 214,042, a 5.5 percent gain compared with the same period in 2018.

April marked the 62nd consecutive month of 40,000+ vehicle sales for the automaker. Outback, Forester and Ascent sales were notably strong as each model achieved its best April ever. Outback posted a 16.3 percent increase, while Forester posted an 8.1 percent increase compared to April 2018. In addition, 6,512 of the all-new 3-row Ascent SUVs were delivered in April.

Also in April, Subaru was awarded their fifth consecutive “Most Trusted Brand” award by the [Kelley Blue Book Brand Image Awards](#). Forester and Ascent earned spots on Parents Magazine’s [10 Best Family Cars of 2019](#). In addition, Ascent made the list of [12 Best New Cars for 2019](#) from Autotrader.

“April saw another Subaru monthly sales record and the reveal of our all-new [2020 Subaru Outback](#) at the New York International Auto Show, both strong indicators of a record sales year to come,” said Thomas J. Doll. “And thanks to the amazing efforts of our retailers, both the current Outback and new Forester maintained a very strong sales pace in a highly competitive marketplace.”

“Thanks to our retailer network, we are able to count April as another win in a highly competitive industry,” said Jeff Walters, Senior Vice President of Sales. “We’re thrilled to receive Kelley Blue Book’s ‘[Most Trusted Brand](#)’ for a fifth consecutive year as it recognizes our commitment to our customers, as well as to providing drivers with the safest, most capable vehicles in the market.”

Carline	Apr-19	Apr-18	% Chg	Apr-19	Apr-18	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD

Forester	14,782	13,679	8.1%	55,438	50,783	9
Impreza	4,819	5,833	-17.4%	18,598	22,287	-16
WRX/STI	2,197	2,663	-17.5%	8,400	9,854	-14
Ascent	6,512	0	0.0%	25,585	0	0
Legacy	2,991	4,234	-29.4%	11,210	14,730	-23
Outback	16,381	14,083	16.3%	58,189	58,205	-0
BRZ	287	412	-30.3%	1,106	1,286	-14
Crosstrek	9,319	12,266	-24.0%	35,516	45,728	-22
TOTAL	57,288	53,170	7.7%	214,042	202,873	5

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 past 20 years, SOA has donated more than \$145 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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