

Media Information



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SUBARU OF AMERICA REPORTS RECORD OCTOBER SALES

- New all-time record October
- Best October ever for Ascent
- Best month ever for Crosstrek
- 75 Consecutive months of more than 10,000 Foresters sold
- 68 Consecutive months of more than 10,000 Outbacks sold

Camden, N.J., Nov 1, 2019 - Subaru of America, Inc. today reported 55,531 vehicle sales for October 2019, a 0.3 percent increase compared to October 2018. The company also reported year-to-date sales of 580,860 vehicles, a 4.0 percent gain compared to the same period in 2018.

October marked the 68th consecutive month of 40,000+ vehicle sales for the automaker. Ascent sales were notably strong as the 3-row SUV achieved its best October ever. Impreza posted a 3.6 percent increase, while Ascent posted a 1.4 percent increase compared to October 2018. Crosstrek achieved an increase of 10 percent over the same month a year ago and enjoyed a new all-time monthly sales record.

"Thanks to strong demand for our class-leading products, the Subaru franchise was able to report its best October ever," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "Our retailers have worked tirelessly to deliver another strong month of sales. We are proud and appreciative of their outstanding efforts."

"We are pleased to finish with a small increase in October given the competitive landscape," said Jeff Walters, Senior Vice President of Sales. "With just two months remaining in the year, we are moving toward our 700,000-vehicle sales goal for 2019."

Carline	Oct-19 MTD	Oct-18 MTD	% Chg MTD	Oct-19 YTD	Oct-18 YTD	% Chg YTD
Forester	15,910	15,981	-0.4%	147,357	137,905	6.6%

Impreza	5, 696	5, 499	3.6%	54, 989	65, 039	-15.5%
WRX/STI	1, 409	2, 277	- 38.1%	18, 776	24, 234	-22.5%
Ascent	6, 091	6, 008	1.4%	66, 133	22, 588	192.8%
Legacy	2, 670	2, 752	-3.0%	28, 847	33, 832	-14.7%
Outback	11, 506	11, 574	-0.6%	152, 036	149, 566	1.7%
BRZ	112	254	-55.9%	2, 088	3, 184	-34.4%
Crosstrek	12, 137	11, 049	9.9%	110, 634	122, 464	-9.7%
TOTAL	55, 531	55, 394	0.3%	580, 860	558, 812	4.0%

Subaru of America recently announced the return of its annual [Subaru Share the Love® Event](#) for 2019. Entering the program's twelfth consecutive year, Subaru and participating retailers hope to exceed a grand total of \$170 million donated to charities since the inception of the [Subaru Share the Love Event](#). From November 14, 2019 through January 2, 2020, Subaru will donate \$250 for every new Subaru vehicle purchased or leased to the customer's choice of the following national 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 hometown charity selected by participating Subaru retailers.

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](#).