



Media Information

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SUBARU OF AMERICA, INC. REPORTS BEST-EVER JANUARY SALES

- Best January ever – monthly sales increase 0.5 percent over January 2019
- Best January ever for Ascent
- 71 consecutive months of more than 10,000 Outbacks sold
- 78 consecutive months of more than 10,000 Foresters sold

Camden, N.J., Feb 3, 2020 - Subaru of America, Inc. today reported 46,285 vehicle sales for January 2020, a 0.5 percent increase compared to January 2019, and the best January in the history of the company. These results continue the automaker’s sales momentum from 2019 where Subaru achieved eleven consecutive years of record sales and exceeded 700,000 annual sales – a first in company history.

January marked the 71st consecutive month of 40,000+ vehicle sales for the automaker. Ascent achieved its best January ever with 5,606 vehicle sales. Outback posted a 4 percent increase, while Legacy posted a 2.8 percent increase compared to January 2019. Also in January, five Subaru models – Crosstrek, Impreza, Forester, Legacy and Outback – each won [Kelley Blue Book 2020 Best Resale Value Awards](#) in their respective categories. Subaru was also recognized as the “Best Brand” in the 2020 Best Resale Value Awards for the fourth time in nine years.

“Coming off of a record-breaking year, we are thrilled to start 2020 with our best-ever January, a milestone we could not have achieved without the continued efforts of our retailers, employees and distribution partners,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “We are especially proud of the continued enthusiasm for our Outback and Forester, two SUVs that time and again demonstrate the quality and capability synonymous with Subaru.”

“In January, our vehicles continued to meet the consumer expectation for value, safety and reliability that the Subaru brand exemplifies,” said Jeff Walters, Senior President of Sales. “As the marketplace becomes increasingly competitive, we welcome the opportunity to deliver vehicles that go above and beyond the ordinary and bring continued sales growth.”

Carline	Jan-20	Jan-19	% Chg
	MTD	MTD	MTD
Forester	13,209	13,318	-0.8%

Impreza	3,978	4,183	-4.9%
WRX/STI	1,399	1,751	-20.1%
Ascent	5,606	4,981	12.6%
Legacy	2,471	2,403	2.8%
Outback	11,379	10,941	4.0%
BRZ	112	259	-56.8%
Crosstrek	8,131	8,236	-1.3%
TOTAL	46,285	46,072	0.5%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).