



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

SUBARU OF AMERICA, INC. REPORTS RECORD BREAKING FEBRUARY SALES

- Sales of 28,163 represent best-ever month of February for Subaru

Cherry Hill, N.J., Feb 28, 2013 - Subaru of America, Inc. today reported 28,163 vehicle sales for February 2013, which represents an 11 percent increase over February 2012 and the best ever February in company history. Year-to-date sales for Subaru total 55,826 – a 16 percent increase over the same period in 2012.

These results build on strong sales from 2012 where Subaru achieved four consecutive years of sales increases and exceeded 300,000 annual sales in 2012 – a first in company history.

“Subaru vehicles continue to win awards and recognition from the industry press and our customers are purchasing our products in record numbers,” said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc. “With the addition of the all-new 2014 Forester being introduced this month, we are confident that we will establish another all-time monthly sales record again in March.”

Carline	13-Feb MTD	12-Feb MTD	% Chg MTD	13-Feb YTD	12-Feb YTD	% Chg YTD
Forester	5529	5565	-0.70%	12094	10682	13.20%
Impreza	4515	6334	28.70%	9105	12555	27.50%
Impreza						
WRX	1486	922	61.20%	2792	1632	71.10%
Legacy	3745	3614	3.60%	6929	6733	2.90%
Outback	9016	8762	2.90%	17648	16174	9.10%
						-
Tribeca	194	177	9.60%	353	405	12.80%
BRZ	420	0	n/a	883	0	n/a
XV						
Crosstrek	3258	0	n/a	6022	0	n/a
TOTAL	28163	25374	11%	55826	48181	15.90%

“Subaru retailers are successfully demonstrating to customers our core value of “Love” throughout the purchase and

ownership experience, which is making these strong results possible," said Bill Cyphers, senior vice president of sales, Subaru of America, Inc.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.subaru.com.