



Media Information

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SUBARU REPORTS RECORD-HIGH JULY SALES

- Company posts best-ever July sales for the Forester, Outback and Impreza models
- Subaru sales continue to grow at record pace

Cherry Hill, N.J., Aug 1, 2013 - Subaru of America, Inc. today reported 35,994 vehicle sales for the month of July, a 43 percent increase over July 2012. The company also posted best-ever July sales for the Forester, Outback and Impreza models. Year-to-date sales for Subaru total 240,591 – 27 percent higher than the same period in 2012.

July sales for Forester reached 9841, 52 percent higher than July 2012. Outback and Impreza monthly sales also increased 23 percent and 12 percent, respectively, over July 2012.

“Subaru sales have been on the rise for the past five years and we are excited to have achieved another record,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc.

| Carline | Jul-13 MTD | Jul-12 MTD | % Chg MTD | Jul-13 YTD | Jul-12 YTD | % Chg YTD |
|--------------|---------------|---------------|--------------|---------------|---------------|--------------|
| Forester | 9841 | 6453 | 52.5% | 60589 | 43549 | 39.1% |
| Impreza | 5614 | 4553 | 23.3% | 35167 | 44411 | -20.8% |
| Impreza WRX | 1471 | 925 | 59.9% | 11024 | 7769 | 41.9% |
| Legacy | 3142 | 3321 | -5.4% | 26550 | 27593 | -3.8% |
| Outback | 10456 | 9282 | 12.7% | 71767 | 63336 | 13.3% |
| Tribeca | 128 | 151 | -15.2% | 994 | 1242 | -20% |
| BRZ | 706 | 498 | 41.8% | 4774 | 1587 | 200.8% |
| XV Crosstrek | 4636 | n/a | n/a | 29726 | n/a | n/a |
| TOTAL | 35994 | 25183 | 43% | 240591 | 189487 | 27% |

“At our current pace, selling 400,000 vehicles in 2013 is certainly within reach,” 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 at a zero-landfill office 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 media.subaru.com.