



Media Information

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SUBARU REPORTS RECORD SEPTEMBER SALES

Cherry Hill, N.J., Oct 1, 2013 - Subaru of America, Inc. today reported 31,755 vehicle sales for the month of September, representing the best September sales month in company history. September sales increased 15 percent over September 2012. Year-to-date sales for Subaru total 313,407 – 28 percent higher than the same period in 2012. The company is on track to achieve its fifth-consecutive year of sales increases.

Sales for the all-new 2014 Forester remain strong at 10,620 units, a 75 percent increase over September 2012 and a year-to-date increase of 49 percent. Legacy sedan and Outback crossover were recently rated as “superior” in the new Insurance Institute for Highway Safety (IIHS) Front Crash Prevention (FCP) test program. The FCP program was created as a result of research by the Highway Loss Data Institute indicating that forward collision warning and automatic braking systems, such as Subaru’s EyeSight system, are helping drivers avoid frontal crashes.

“Subaru of America is particularly proud of the Legacy and Outback earning the IIHS highest rating in their FCP test,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “This is a testament to the safety and technology advantage provided by the EyeSight driver assist system. It is no wonder more and more people are shopping the Subaru brand.”

Carline	Sep-13 MTD	Sep-12 MTD	% Chg MTD	Sep-13 YTD	Sep-12 YTD	% Chg YTD
Forester	10620	6066	75.1%	84372	56571	49.1%
Impreza	4622	4992	-7.4%	46573	54122	-14%
Impreza WRX	1167	1079	8.2%	13426	9529	40.9%
Legacy	2847	4124	-31%	33351	35589	-6.3%
Outback	8143	10583	-23.1%	90073	85204	5.7%
Tribeca	116	139	-16.6%	1247	1538	-18.9%
BRZ	704	508	38.7%	6346	2718	133.5%
XV Crosstrek	3536	192	1741.7%	38019	192	19701.6%
TOTAL	31755	27683	14.7%	313407	245463	27.7%

“With strong owner loyalty and new owners joining our brand at a record pace, we expect to close the year with more than 400,000 vehicles sold,” 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.