



Media Information

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SUBARU SETS FEBRUARY SALES RECORD

- Brand up 24% February 2014 v February 2013
- Forester up 95%
- XV Crosstrek, including new Hybrid model, sets February record - up 68%

Cherry Hill, N.J., Mar 2, 2014 - Subaru of America, Inc. has announced continuing record sales with February sales of 34,909 vehicles, a 24% increase over February 2013.

Increased availability of the strong selling Forester and Crosstrek models helped sales as both models continued their strong performances. Subaru expects this sales momentum to continue throughout the year, with the debut of the all-new 2015 Legacy mid-size sedan which is due to launch later in 2014. The continued growth in Subaru sales is the result of strong retention and attracting new buyers - 60% of Subaru buyers are new to the brand.

Thomas J. Doll, president and COO of Subaru of America said; "Our sales momentum continues and we are launching new models at record pace. We have a lot to look forward to in 2014."

H. William Cyphers, senior vice president of sales said; "With an all new line-up due by mid year, we can expect our strong sales performance to continue for the remainder of the year and put us in great position to achieve our target of 460,000".

Carline	Feb 14	Feb 13	% Change	Feb 14	Feb 13	% Chg
	MTD	MTD	MTD	YTD	YTD	MTD
Forester	10,773	5,529	95%	21,544	12,094	78%
Impreza	4,559	4,515	0.5%	8,811	9,105	-3.2%
Impreza WRX	1,801	1,486	21.2%	3,334	2,792	19.4%
Legacy	2,575	3,745	-31.24%	5,310	6,929	-23.4%
Outback	8,967	9,016	-0.5%	17,197	17,648	-2.6%
Tribeca	128	194	-34%	214	353	-39.4%
BRZ	617	420	47%	1,209	883	36.9%
XV Crosstrek	5,489	3,258	68.5%	10,290	6,022	70.9%
TOTAL	34,909	28,163	24%	67,909	55,826	21.6%

*memo - XV Crosstrek Hybrid recorded sales of 546, counted in XV Crosstrek total sales.

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.

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