

Media Information



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SUBARU OF AMERICA BREAKS ALL-TIME SALES RECORD AHEAD OF NOVEMBER SALES REPORTING

Cherry Hill, N.J., Nov 30, 2015 - Subaru of America, Inc. has reported it has broken its previous yearly sales record with a month of the year still remaining. Sales for 2015 have now surpassed the previous annual sales record of 513,693 vehicles set in 2014 and mark the company's eighth year of sales growth and seventh successive sales record.

Sales in 2015 have been driven by the Forester, Outback and Crosstrek carlines. Combined, the three crossover vehicles now retail over 350,000 units per year. Subaru sedans; Legacy, Impreza and WRX/STI, have also seen significant year-to-date increases.

Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. said; "We are delighted to be celebrating yet another record. Our continued growth is built on strong products and outstanding retailers providing a great customer experience. We thank all of our retailers for their continued commitment in making these record-breaking sales possible. Given consumer demand for our products, we expect a strong close of 2015."

Full month and year-to-date sales figures for November 2015 will be released on December 1.

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 620 retailers 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.