



# 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](mailto:mmchale@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## SUBARU OF AMERICA, INC. POSTS RECORD NOVEMBER SALES

- Company sets seventh consecutive sales record
- 48th consecutive month of year-over-year growth
- 14 percent increase YTD over 2014
- 28th consecutive month of more than 10,000 Foresters sold
- 21st consecutive month of more than 10,000 Outbacks sold

Cherry Hill, N.J., Dec 1, 2015 - Subaru of America, Inc. today reported 46,070 vehicle sales for November 2015, a 2 percent increase over November 2014 sales of 45,273. The company also reported year-to-date sales of 526,401 vehicles, a 14 percent gain over the same period in 2014.

In what is a remarkable period for the company, November also saw Subaru break its previous yearly sales record of 513,693 vehicles set in 2014 to mark the company's eighth year of sales growth and seventh successive sales record.

In November, Crosstrek sales were notably strong as the carline posted a 17 percent sales increase and achieved its best November ever. The Impreza continued to bring in strong sales with an increase of 90.2 percent in November.

Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. said; "This is a truly momentous time for Subaru of America. We look to close out 2015 strongly and expect our growth to continue in 2016 and beyond."

"The Subaru of America team and our 625 retailers were excited about setting our seventh consecutive all-time annual record last week and then finishing November with a strong final weekend," said Jeff Walters, senior vice president of sales, Subaru of America, Inc. "We are seeing strong shopping for all of our models and we are continuing to attract new customers to Subaru at a record rate."

Carline	Nov-15	Nov-14	% Chg	Nov-15	Nov-14	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	13,655	13,879	-1.6%	158,395	144,790	9.4%
Impreza	4,924	2,589	90.2%	60,726	52,188	16.4%
WRX/STI	2,481	2,707	-8.4%	30,645	22,676	35.1%
Legacy	4,769	5,733	-16.8%	54,688	46,813	16.8%
Outback	13,079	14,128	-7.4%	136,227	124,018	9.8%

<b>BRZ</b>	<b>376</b>	408	-7.8%	<b>4,883</b>	7,088	-31.1%
<b>Crosstrek</b>	<b>6,786</b>	5,799	17.0%	<b>80,837</b>	65,474	23.5%
<b>TOTAL</b>	<b>46,070</b>	<b>45,273</b>	<b>2%</b>	<b>526,401</b>	<b>463,770</b>	<b>14%</b>

#### **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](http://media.subaru.com).