

# Media Information



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## **SUBARU OF AMERICA, INC. ANNOUNCES DECEMBER 2015 SALES AS BEST SALES MONTH EVER; SETS SEVENTH CONSECUTIVE YEARLY SALES RECORD**

- Subaru sets a new all-time sales record of 582,675 vehicles; up 13.4 percent over 2014
- December 2015 marks best-ever sales month in company history
- 49th consecutive month of year-over-year growth
- Best December ever for Legacy, Forester, WRX/STI, Outback and Crosstrek
- Best year ever for Forester, WRX/STI, Outback and Crosstrek
- 29th consecutive month of more than 10,000 Foresters sold
- 22nd consecutive month of more than 10,000 Outbacks sold; Best Outback month ever

Cherry Hill, N.J., Jan 5, 2016 - Subaru of America, Inc. today reported record-breaking sales of 582,675 vehicles for the 2015 calendar year; an increase of 13.4 percent over the previous annual record of 513,693 vehicles set in 2014. This is the seventh consecutive year of sales records for Subaru of America and eighth consecutive year of sales increases.

The December sales total of 56,274 vehicles marks the company's best-ever sales month, eclipsing the previous best month of September 2015 (53,070). December also marks the 22nd successive month of 40,000+ vehicle sales for the company which continues to outpace the industry.

Nearly all of the company's current models contributed to its sales success in 2015. The Forester, Outback, WRX/STI and Crosstrek sales were notably strong as each carline achieved new annual sales records. The Forester and Outback mid-size CUVs finished the year with sales of 175,192 and 152,294, up 9.5 percent and 9.7 percent, respectively. The small CUV entrant, Crosstrek, added 88,927 sales to the year-end total, while the Legacy sedan achieved 60,447 sales in 2015. On the performance side, the company's WRX and STI models were up 32.3 percent with annual sales of 33,724.

"As our franchise closes its seventh consecutive annual sales record, we have to give our heartfelt thanks to our retailers, distributors and colleagues, as well as Fuji Heavy Industries Ltd. for making these historic results possible" said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "2015 was another stellar year for the Subaru franchise and we are very optimistic about our continued success in 2016."

"December represented the best month ever for Subaru of America, capping off the best year in the company's history, in both sales and market share," said Jeff Walters, senior vice president of sales. "Subaru is well positioned to continue its success into 2016. We have the right product line-up, strong marketing and a superior retailer network

providing us with a solid foundation for future growth," added Walters.

<b>Carline</b>	<b>Dec-15</b>	<b>Dec-14</b>	<b>% Chg</b>	<b>Dec-15</b>	<b>Dec-14</b>	<b>% Chg</b>
	<b>MTD</b>	<b>MTD</b>	<b>MTD</b>	<b>YTD</b>	<b>YTD</b>	<b>YTD</b>
<b>Forester</b>	<b>16,797</b>	15,163	10.8%	<b>175,192</b>	159,953	9.5%
<b>Impreza</b>	<b>6,059</b>	5,808	4.3%	<b>66,785</b>	57,996	15.2%
<b>WRX/STI</b>	<b>3,089</b>	2,816	9.7%	<b>33,734</b>	25,492	32.3%
<b>Legacy</b>	<b>5,759</b>	5,457	5.5%	<b>60,447</b>	52,270	15.6%
<b>Outback</b>	<b>16,067</b>	14,772	8.8%	<b>152,294</b>	138,790	9.7%
<b>BRZ</b>	<b>413</b>	416	-0.7%	<b>5,296</b>	7,504	-29.4%
<b>Crosstrek</b>	<b>8,090</b>	5,482	47.6%	<b>88,927</b>	70,956	25.3%
<b>TOTAL</b>	<b>56,274</b>	<b>49,923</b>	<b>12.7%</b>	<b>582,675</b>	<b>513,693</b>	<b>13.4%</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).