



Media Information

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SUBARU OF AMERICA, INC. REPORTS RECORD JANUARY SALES

- Record January - monthly sales increase 1 percent over January 2015
- 50th consecutive month of month-over-month growth
- Best January ever for Crosstrek, Forester and Legacy
- 23rd consecutive months of more than 10,000 Outbacks sold
- 30th consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Feb 2, 2016 - Subaru of America, Inc. today reported 41,101 vehicle sales for January 2016, a one (1) percent increase over January 2015. These results continue the company's sales momentum from 2015 where Subaru achieved seven consecutive years of record sales and exceeded 580,000 annual sales – a first in company history.

January marked the 23rd consecutive month of 40,000+ vehicle sales for the company. Forester, Legacy and Crosstrek sales were notably strong as each model line achieved its best January ever. Legacy sales for January 2016 increased 15 percent over the same month in 2015. BRZ also enjoyed gains over January 2015.

Six 2016 Subaru models, the Legacy, Outback, Forester, Impreza, WRX and Crosstrek, recently earned Top Safety Pick+ honors from the Insurance Institute for Highway Safety (IIHS) when equipped with optional EyeSight® Driver Assist Technology. Subaru also earned Kelley Blue Book's prestigious Best Resale Value Brand Award for the second consecutive year and four vehicle segment awards – Compact Car Category: 2016 Subaru Impreza; Sporty Compact Car Category: 2016 Subaru WRX; Mid-Size Car Category: 2016 Subaru Legacy; and Best Resale Value Top 10 Category: 2016 Subaru Forester.

"Subaru of America closed calendar year 2015 strongly and recorded our seventh consecutive year of record sales so it is fantastic that our sales momentum is continuing into 2016 with the best January sales in our franchise's history," said Thomas J. Doll, president and chief operating officer. "Subaru is experiencing tight supply in the first quarter of 2016 and we expect this situation to improve as the year progresses."

"Our retailers are doing a great job of welcoming more new customers to our brand along with supporting our industry-leading loyalty," said Jeff Walters, senior vice president of sales. "Providing a great purchase and ownership experience is key to our growth and they continue to do just that."

Carline	Jan-16	Jan-15	% Chg
	MTD	MTD	MTD

Forester	11,904	11,210	6.2%
Impreza	4,382	5,096	-14.0%
WRX/STI	2,336	2,431	-3.9%
Legacy	4,473	3,881	15.3%
Outback	11,197	11,351	-1.4%
BRZ	361	330	9.4%
Crosstrek	6,448	6,513	-1.0%
TOTAL	41,101	40,812	0.7%

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.