



Media Information

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SUBARU OF AMERICA, INC. REPORTS AUGUST SALES

- WRX/STI sales up 80-percent
- Crosstrek sales up 12 percent

Camden, N.J., Sep 1, 2021 - Subaru of America, Inc. today reported 49,373 vehicle sales for August 2021, a 15 percent decrease compared with August 2020 due to inventory constraints caused by the global microchip shortage. The automaker also reported year-to-date sales of 420,748, a 12 percent gain compared with the same period in 2020.

“Sales remain steady despite battling the ongoing microchip shortage, and our retailers continue to deliver strong results,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “In addition to our sales, this August, our retailers proudly partnered with AdoptAClassroom.org to help provide resources for more than 114,000 students, and in our hometown of Camden, we adopted all K-5 classrooms in the Camden City School District. Our commitment to making learning more accessible to all children is another reason why our retailers are more than a typical car dealer and Subaru is more than a car company.”

In August, Outback was the top performer by volume with 14,219 vehicles. Crosstrek sales for August 2021 increased 12 percent over the same month in 2020, while WRX/STI sales increased 80 percent. Year-to-date (YTD), Forester leads by volume with 120,888 vehicles. When compared with the same period in 2020, Outback posted a 30 percent increase, while Crosstrek and WRX/STI carlines posted increases of 37 percent and 40 percent, respectively.

“Our retailers are showing immense efficiency and continue to exceed expectations during a challenging time for automotive inventory globally,” said Jeff Walters, Senior Vice President of Sales. “As car buyers look forward to fall road trips and outdoor excursions this coming season, we look forward to providing them with SUVs, such as the new Outback Wilderness, built for adventure.”

Carline	Aug-21	Aug-20	% Chg	Aug-21	Aug-20	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	12,688	17,261	-26.5%	120,888	118,434	2.1%
Impreza	1,287	4,654	-72.4%	19,158	27,533	-30.4%
WRX/STI	2,194	1,218	80.1%	18,771	13,396	40.1%
Ascent	5,418	6,619	-18.1%	38,835	44,091	-11.9%
Legacy	1,980	2,681	-26.2%	17,276	17,211	0.4%

Outback	14,219	14,856	-4.3%	115,896	89,323	29.8%
BRZ	0	267	-100.0%	721	1,495	-51.8%
Crosstrek	11,587	10,329	12.2%	89,203	64,974	37.3%
TOTAL	49,373	57,885	-14.7%	420,748	376,457	11.8%

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$270 million to causes the Subaru family cares about, and its employees have logged nearly 78,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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