



Media Information

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SUBARU OF AMERICA, INC. MAY SALES SURGE 28 PERCENT

- Ten consecutive months of yearly month-over-month growth

Camden, N.J., Jun 1, 2023 - Subaru of America, Inc. (SOA) today reported sales of 54,531 vehicles for May 2023, a 28.2 percent increase compared with May 2022 (42,526). SOA also reported year-to-date sales of 248,924, a 12.8 percent increase compared with the same period in 2022.

“We’d like to thank our retailers for going above and beyond in this tenth consecutive month of sales growth, with a 28% increase compared with May 2022,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “Subaru and our retailers are committed to building lifelong relationships with our customers and we’re thrilled to see this reflected not only in sales figures, but also in acknowledgements such as earning the number one ranking for customer satisfaction with dealership service among Mass Market Car Owners in the [J.D. Power 2023 U.S. Customer Service Index \(CSI\) Study](#).”

In May, Outback was the top performer by volume with 17,146 vehicle sales. BRZ sales for May 2023 increased 217.4 percent over the same month in 2022, while Impreza posted a 126 percent increase in May. Forester sales for May 2023 increased 92.5 percent, and Ascent sales increased 20.4 percent compared to May 2022.

“Heading into summer, our sales momentum continues, and we significantly exceeded our May 2022 results,” said Troy Poston, Senior Vice President of Sales. “As road-trip season gets underway, our adventure-ready vehicles and Subaru Wilderness lineup continue to capture the imagination of consumers looking to explore the open road.”

Carline	May-23	May-22	% Chg	May-23	May-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	6,505	5,402	20.4%	27,252	25,328	7.6%
BRZ	638	201	217.4%	2,130	1,470	44.9%
Crosstrek	10,456	9,894	5.7%	62,328	59,374	5.0%
Forester	10,582	5,496	92.5%	50,641	42,984	17.8%
Impreza	3,939	1,743	126.0%	16,337	12,202	33.9%
Legacy	2,058	2,392	-14.0%	9,613	10,309	-6.8%
Outback	17,146	14,724	16.5%	65,178	64,206	1.5%
Solterra	436	0	0.0%	2,398	0	0.0%

WRX	2,771	2,674	3.6%	13,047	4,747	174.9%
TOTAL	54,531	42,526	28.2%	248,924	220,620	12.8%

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 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. 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).