



Subaru Sets All-Time Annual Sales Records in the US, Canada, and Australia - US Sales Post 5th Consecutive Year of Record Sales -

Tokyo, January 7, 2014 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that Subaru has set all-time annual sales records in 2013 in its major markets including the US, Canada, and Australia.

Subaru's US sales for 2013 rose 26.2% to 424,683 units, marking another year of significant growth after 2012 which posted 26.0% increase from 2011. With this result, Subaru has achieved an all-time annual sales record for the 5th consecutive year and become the only manufacturer in the US to post sales increases for six consecutive years.

Subaru's popular SUV models, the Outback and Forester, both achieved over 100,000 sales as the Outback sold 118,049 units (+0.4%) while the Forester, driven by the all-new version launched in March, sold 123,592 units (+61.9%). The Subaru XV*, introduced in 2012, also contributed to the growth with 53,741 units sold (+626.6%).

In Canada, Subaru sold 36,760 units (+18.6%), setting an all-time record for the 2nd consecutive year. The Forester, driven by the all-new version launched in March, and the Subaru XV*, introduced in 2012, both contributed to the growth, selling 11,239 units (+57.1%) and 6,115 units (+239.0%), respectively.

In Australia, Subaru sold 40,200 units (+0.0%), setting an all-time record for the 2nd straight year. The Forester, driven by the all-new version launched in February, and the Subaru XV, introduced in 2012, each led the strong sales, selling 13,649 units (+18.3%) and 10,764 units (+8.6%), respectively.

* Sold under the name "Subaru XV Crosstrek" in the US and Canada

Subaru's US Annual Sales (January-December)

Calendar Year	Unit Sales	% Change from Previous Year
2008	187,699	+0.3%
2009	216,652	+15.4%
2010	263,820	+21.8%
2011	266,989	+1.2%
2012	336,441	+26.0%
2013	424,683	+26.2%

###