



New Subaru XV Sales Hit in Japan - First one-month sales figures more than quadruple initial target -

Tokyo, October 29, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, announced that cumulative sales of the Subaru XV, launched September 2012, reached 4,277 units one month after sales started in Japan. This result, achieved between September 25th and October 28th, is more than quadruple the monthly sales target of 1,000 units. The details are as follows.

1. Percentage of grade

2.0i	7.4%
2.0i-L	10.3%
2.0i-L EyeSight	82.3%

2. Percentage of exterior color

Satin white pearl	26.7%	Deep sea blue pearl	7.7%
Tangerine orange pearl	16.5%	Venetian red pearl	6.0%
Desert khaki	13.5%	Dark gray metallic	4.8%
Ice silver metallic	11.8%	Deep cherry pearl	3.1%
Crystal black silica	9.9%		

The “Tangerine orange pearl” and “Desert khaki” which are the exclusive colors for Subaru XV have been in a great demand. They account for 30.0% in the percentage of exterior color.



Body color “Tangerine orange pearl”



Body color “Desert khaki”