



**Subaru's US Annual Sales Break All-Time Record
- 2012 Sales Post 5th Year of Growth and 4th Successive Sales Record
Two Months before the Year Ends -**

Tokyo, November 1, 2012 - Fuji Heavy Industries Ltd. (FHI) is pleased to announce Subaru of America, Inc. (SOA)* has broken its previous yearly sales record with two month of the year still remaining.

Sales of 2012 in the U.S. have now surpassed the previous sales record of 266,989 vehicles which was set in 2011 and mark the brand's fifth year of sales growth and fourth successive sales record in the market. Sales in 2012 have been driven by the all-new Impreza, the most fuel efficient all-wheel drive car in the U.S., and the addition of the all-new Subaru XV as well as the highly popular Subaru BRZ sports coupe.

"Subaru is celebrating yet another record," said Thomas J. Doll, SOA's executive vice president and COO. "Our brand is poised to exceed sales of 320,000 vehicles for 2012 and with a full year of sales of the XV, we expect 2013 to be yet another record year for Subaru."

"Our continued growth is built on strong products and outstanding retailer providing a good customer experience," said Bill Cyphers, SOA's senior vice president of sales. "Given consumer demand for our new products, we expect to finish the year strongly."

FHI will continue to enhance Subaru products and customer experience to offer its customers Subaru's distinctive "Enjoyment and Peace of Mind" driving experience as committed in its brand statement "Confidence in Motion".

* Subaru of America, Inc. (SOA):

A wholly owned subsidiary of FHI. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles in the United States.

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