



Subaru's US Sales Hit Six Million Units Milestone

Tokyo, November 29, 2012 - Fuji Heavy Industries Ltd. (FHI) is pleased to announce Subaru of America, Inc. (SOA)* has sold its six millionth vehicle in the United States.

“Subaru has a rich heritage in the U.S. and we are excited to celebrate the six million vehicle milestone,” said Thomas J. Doll, SOA executive vice president and COO. “Not only have we sold six million vehicles in the U.S., but we are selling them at a faster rate than ever. It took us 16 years to reach our first million, but at our current sales rate we will hit our next million in under three years.”

“We have enjoyed more than four decades of sales to loyal and enthusiastic American buyers,” said Doll. “We are also proud that 96 percent of Subaru built in the last ten years are still on the road today. That speaks to the longevity of Subaru vehicles.”

In the U.S. market, Subaru is the only automaker to have five consecutive years of sales increases during 2008-2012. The brand has also shattered its previous annual sales records for the past four years. Subaru broke its 2011 annual sales record in October 2012, with more than two months remaining in the year.

* 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.

###