



Subaru Achieved All-Time Sales Records in the US, Canada and Australia in 2012 - Subaru Only Maker to Post Sales Increases for Five Consecutive Years in the US -

Tokyo, January 8, 2013 – Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, announced that Subaru has set all-time annual sales records in 2012 in its major markets including the US, Canada and Australia.

In the US, Subaru marked best-ever sales year with 336,441 units (up 26.0% from 2011) in 2012 as well as best-ever sales month with 36,653 units in December 2012. In addition, Subaru set all-time sales record for the fourth consecutive year. The sales record for 2012 also means that Subaru is the only manufacturer in the US to have posted five successive years of sales growth.

US annual sales for the Impreza marked 68,175 units (up 148.9% from 2011). Annual sales for the facelifted Outback and Legacy marked 117,553 units (up 12.6% from 2011) and 47,127 units (up 11.2% from 2011) respectively. The Forester and WRX marked steady sales with 76,347 units (up 0.2% from 2011) and 13,624 units (down 1.3% from 2011) respectively, although about five years have passed since their launch. The newly introduced Subaru BRZ and Subaru XV models also added 4,144 units and 7,396 units respectively.

In Canada, record-high annual sales are marked with 31,003 units (up 14.9% from 2011) led by the strong sales of the Impreza, the newly introduced Subaru XV and steady sales of the Outback.

In Australia, Subaru also achieved record sales of 40,189 units (up 18.2% from 2011) in 2012 with strong sales (9,908 units) of the Subaru XV launched in January 2012.

FHI will pursue further growth by offering customers “Enjoyment and Peace of Mind”, its brand statement “Confidence in Motion” at the foundation, through all processes in product planning, development, marketing and service operations.

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