

Subaru Posts Record Sales in the U.S., Canada and Australia in 2015 – 7th Consecutive Year of Record Sales in the U.S. –

Tokyo, January 12, 2016 - Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that Subaru's 2015 annual sales have posted all-time records in its key markets including the U.S., Canada, and Australia.

Subaru's U.S. sales in 2015 rose 13.4% to 582,675 units, marking the seventh consecutive year of sales records as well as eighth consecutive year of sales increases. All of the key models have contributed to the sales success; the Forester achieved 175,192 units (+9.5%), while the Outback and the Legacy sold 152,294 units (+9.7%) and 60,447 units (+15.6%), respectively. The Crosstrek^{*1} enjoyed strong growth with 88,927 units sold (+25.3%).

In Canada, Subaru sales increased 10.9% to 46,609 units, setting an all-time record for the fourth consecutive year. All of the key models have contributed to the strong sales; the Forester achieved 12,706 units (+3.3%) while the Outback and the Legacy sold 9,992 units (+15.0%) and 3,258 units (+11.4%), respectively. The Crosstrek^{*1} also contributed to the growth with sales 8,422 units (+21.7%).

In Australia, Subaru sales were up 7.6% to 43,600 units, setting an all-time record for the fourth consecutive year. Driven by the all-new 2015 models launched in January, the Outback and the Liberty^{*2} each achieved a significant sales increase, selling 10,927 units (+344.7%) and 4,097 units (+298.9%), respectively. Annual sales of the Outback topped 10,000 units for the first time.

*1 "Subaru XV" outside North America

*2 "Legacy" outside Australia

Subaru's U.S. 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%
2014	513,693	+21.0%
2015	582,675	+13.4%

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