

Orders for the All-New Subaru Impreza More Than Quadruple Monthly Target in Japan

Tokyo, November 15, 2016 - Fuji Heavy Industries Ltd., the manufacturer of Subaru automobiles, today announced that orders for the all-new Subaru Impreza in Japan have reached 11,050 units* in one month after its introduction on October 13, more than quadrupling the monthly sales target of 2,500 units.

* Number of orders made during the period from Sept-1, the start of pre-orders, through Nov-14.

The breakdown of the orders is as follows:

1. By bodystyle

SEDAN	2,226	
5-DOOR	8,824	
Total	11,050**	** 4.4 times as many as monthly target

2. Make of buyer's previous vehicle

Subaru	49%
Other makes	51%

3. By trim

Displacement	Trim	Drive type	SEDAN	5-DOOR
1.6L	1.6i-L EyeSight	2WD	12%	16%
		AWD	6%	10%
	1.6L Total		18%	26%
2.0L	2.0i-L EyeSight	2WD	13%	15%
		AWD	24%	24%
	2.0i-S EyeSight	2WD	10%	8%
		AWD	35%	27%
2.0L Total		82%	74%	

4. By exterior color

Exterior color	SEDAN
Crystal White Pearl	26%
Ice Silver Metallic	26%
Chrystal Black Silica	15%
Dark Blue Pearl	10%
Dark Gray Metallic	9%
Pure Red	8%
Quartz Blue Pearl	6%

Exterior color	5-DOOR
Crystal White Pearl	32%
Ice Silver Metallic	24%
Chrystal Black Silica	12%
Quartz Blue Pearl	10%
Dark Blue Pearl	10%
Dark Gray Metallic	7%
Pure Red	5%

The all-new Impreza is the first one of Subaru's next generation models adopting the new Subaru Global Platform architecture that is designed to significantly enhance vehicles' overall safety as well as static and dynamic quality feel.

As indicated in the fact that 51% of the orders came from buyers who switched from other brands, the all-new Impreza is attracting an ever-wider range of customers in Japan.