

SUBARU OF AMERICA REPORTS JULY SALES INCREASE

- July marks 24 consecutive months of yearly month-over-month growth

Ð

- Best-ever July for Crosstrek and Solterra

Camden, N.J., July 31, 2024

Subaru of America, Inc. (SOA) today reported 51,702 vehicle sales for July 2024, a 2.6 percent increase compared with July 2023 (50,389). SOA also reported year-to-date sales of 374,145, a 5.5 percent increase compared with the same period in 2023.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Thanks to the support and hard work of our dedicated Subaru retailers, July marked our twenty-fourth consecutive month of sales increases. Knowing that we offer customers some of the safest and longest-lasting vehicles on the road today reinforces our efforts to meet their needs and continue to build their trust in our brand.”

Crosstrek was the top seller, and also achieved its best July ever with 15,318 vehicles sold, a 36 percent increase over the same month in 2023. Outback followed closely behind with 14,204 vehicles sold. Forester had a strong showing with 10,682 vehicles sold and demand increasing as Subaru builds inventory transitioning to the all-new 2025 Forester model. Solterra also achieved its best July ever, up 66 percent over the previous year.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Another month of strong Crosstrek and Outback sales represents positive momentum as Subaru remains positioned for growth. Likewise, Forester’s sustained recognition for outstanding safety continues to drive new and returning customers to the Subaru brand and our retailers.”

Ð

Ð

Ð

•

Ð

CarlineÐ

July-24Ð

July-23Ð

% ChgÐ

July-24Ð

July-23Ð

% Chg

MTDÐ

MTDÐ

MTDÐ

YTDÐ

YTD
YTD

Ascent
4,220
4,281
-1.4%
32,175
37,422
-14%

BRZ
271
311
-12.9%
1,685
2,823
-40.3%

Crosstrek
15,318
11,241
36.3%
94,818
87,371
8.5%

Forester
10,682
14,504
-26.4%
103,531
75,814
36.6%

Impreza
2,578
2,800
-7.9%
17,470
22,091
-20.9%

Legacy
1,799
2,170
-17.1%
11,249

14,130\$
-20.4%

Outback\$
14,204\$
12,430\$
14.3%\$
95,907\$
93,833\$
2.2%

Solterra\$
1,261\$
758\$
66.4%\$
6,646\$
3,730\$
78.2%

WRX\$
1,369\$
1,894\$
-27.7%\$
10,664\$
17,267\$
-38.2%

TOTAL\$
51,702\$
50,389\$
2.6%\$
374,145\$
354,481\$
5.5%

About Subaru of America, Inc.

\$

Subaru of America, Inc. / (SOA) is an indirect wholly owned subsidiary of /Subaru Corporation /of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including /Subaru of Indiana Automotive, Inc., the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the /Subaru Love Promise®, which is the company’s vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional

information, visit /media.subaru.com. Follow us on /Facebook, /Instagram, /LinkedIn, /TikTok, and /YouTube

```
$(document).ready(function() {Đ
```

```
•
```

```
Đ
```

```
$('.basketselect a.lower').funcToggle('click', function() {Đ  
$(this).parent().find('.basketpanel').slideToggle("fast").toggleClass('active');Đ  
$(this).parent().find('.basketselect a i').removeClass("fa-caret-down");Đ  
var modal = document.getElementById("basketpanel"); Đ  
//console.log(modal);Đ  
setTimeout(function(){Đ  
$('.bitem:first-child a').focus(); Đ  
trapped = trapFocus(modal); // transcript.js Đ  
, 10); Đ  
, function() {Đ  
$(this).parent().find('.basketpanel').slideToggle("fast").toggleClass('active');Đ  
$(this).parent().find('.basketselect a i').removeClass("fa-caret-up");Đ  
});Đ  
$('.basketpanel .bitem a').funcToggle('click', function() {Đ  
$(this).parent().parent().slideToggle("fast").toggleClass('active');Đ  
});Đ  
});
```

Subaru U.S. Media Center

<https://subaru.pranywhere.breakwatersignal.com/newsrelease.do?id=2198>