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FOR IMMEDIATE RELEASE

SUBARU OF AMERICA REPORTS JANUARY 2025 SALES RESULTS

- January sales up 4.1 percent
- 30 consecutive months of sales growth
- Solterra achieves best-ever January

CAMDEN, N.J. – February 3, 2025 – Subaru of America, Inc. (SOA) today reported 46,354 vehicle sales for January 2025, a 4.1 percent increase compared to January 2024 (44,510). January also marked the 30th consecutive month of yearly month-over-month sales increases for the automaker.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "2025 is off to a strong start thanks to our Subaru retailers, whose hard work and dedication fueled another month of sales growth. With exciting new models set to join our award-winning lineup, we are poised for a year of continued success."

Forester maintained its position as the top performer by volume with 12,948 vehicle sales, and Crosstrek sales followed closely behind with 12,625 vehicles sold in January, an 11.5 percent increase over the same month in 2024. Outback sales also remained strong with 10,794 vehicles sold. In addition to these sales volume leaders Solterra also continued to see sales growth, achieving its best January ever, up 177 percent over the previous year.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Our January sales results extended a 30-month streak of consecutive growth, a testament to our trusted lineup of vehicles and our retailers' exceptional customer service. With more reasons than ever to choose Subaru, we remain committed to meeting consumer expectations for value, safety, and reliability."

Carline	Jan-25 MTD	Jan-24 MTD	% Chg MTD	Jan-25 YTD	Jan-24 YTD	% Chg YTD
Ascent	3,113	3,718	-16.3%	3,113	3,718	-16.3%
BRZ	224	250	-10.4%	224	250	-10.4%
Crosstrek	12,625	11,325	11.5%	12,625	11,325	11.5%
Forester	12,948	12,619	2.6%	12,948	12,619	2.6%
Impreza	2,429	2,255	7.7%	2,429	2,255	7.7%
Legacy	1,596	1,492	6.9%	1,596	1,492	6.9%
Outback	10,794	11,300	-4.5%	10,794	11,300	-4.5%
Solterra	1,052	379	177.6%	1,052	379	177.6%
WRX	1,573	1,172	34.2%	1,573	1,172	34.2%
TOTAL	**46,354**	**44,510**	**4.1%**	**46,354**	**44,510**	**4.1%**

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 $320 million to causes the Subaru family cares about, and its employees have logged over 100,000 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.

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