



New Subaru Impreza Enjoys Continued Brisk Sales in Japan - First four-month sales figures reached 24,237 units -

Tokyo, April 3, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, announced that cumulative sales of the new Impreza reached 24,237 units four months after its introduction in Japan. This result, achieved between November 30th 2011 and April 1st 2012, is approximately 2.8 times higher than the initial sales forecast^{*1} of 8,800 units for the period. The details are as follows.

^{*1} The monthly sales target for Impreza is 2,200 units.

1. Percentage of body type

SPORT (5-door)	74.7%
G4 (4-door)	25.3%

2. Percentage of grade (in whole body types)

1.6i	4.4%
1.6i-L	29.6%
2.0i	12.9%
2.0i EyeSight	21.5%
2.0i-S	11.5%
2.0i-S EyeSight	20.1%

3. Percentage of engine

1.6 liter	33.8%
2.0 liter	66.2%

4. Percentage of drive train

2WD	37.8%
AWD	62.2%

5. Percentage of models equipped with EyeSight

EyeSight percentage ^{*2}	41.6%
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^{*2} For 2.0-liter AWD : 83.2%

6. Percentage of exterior color

Satin white pearl	29.2%	Dark gray metallic	10.3%
Obsidian black pearl	20.5%	Deep cherry pearl	3.7%
Ice silver metallic	19.3%	Camellia red pearl	3.3%
Plasma blue silica	13.7%		

Customers positive feedbacks are: good fuel economy, excellent driveability, high quality exterior and interior, vast lineup of “EyeSight” models and etc., which are all contained in core elements^{*3} of the product concept “Redefining Value, Redefining Class”.

^{*3} “Stylish Exterior and High Quality Interior”, “Pleasant and Agile Driveability” and “Fuel-efficient Environmental Friendliness”