



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Todd Hill
(856) 488-3234
thill@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

Aaron Cole
(720) 231-0809
acole1@subaru.com

SUBARU EARNS TWO 2023 IIHS *TOP SAFETY PICK* AWARDS FOR ALL-NEW 2024 IMPREZA AND CROSSTREK

- For 2023, IIHS instituted new requirements in side impact protection, pedestrian crash prevention and headlights
- Impreza earned top honors with IIHS *TOP SAFETY PICK+*
- Crosstrek secured an IIHS *TOP SAFETY PICK* award
- Seven 2024 Subaru models have received an IIHS *TSP* award
- Subaru has earned more IIHS *TSP+* awards than any other brand since 2013* **

Camden, N.J., Oct 27, 2023 - Subaru of America, Inc. today announced the all-new 2024 Impreza compact car was named a 2023 *TOP SAFETY PICK+* by the Insurance Institute for Highway Safety (IIHS). Additionally, the all-new 2024 Crosstrek compact SUV earned the 2023 IIHS *TOP SAFETY PICK* award. For 2023, Subaru has received an IIHS *TOP SAFETY PICK* award for seven models:

2023 *TOP SAFETY PICK* + Winners

- 2024 Subaru Ascent (*TSP* for six consecutive years)
- 2024 Subaru Impreza 5-door (Total of four *TSP+*)
- 2024 Subaru Outback (*TSP* for 15 consecutive years)
- 2024 Subaru Solterra

2023 *TOP SAFETY PICK* Winners

- 2024 Subaru Crosstrek (Total of six *TSP+*)
- 2024 Subaru Legacy (*TSP* for 18 consecutive years)
- 2024 Subaru Forester (*TSP* for 17 consecutive years)

To qualify for the IIHS *TOP SAFETY PICK+* award in 2023, a vehicle must earn a "Good" rating in the updated side impact test as well as in the driver-side small overlap front, passenger-side small overlap front and original moderate overlap front tests. Headlights rated "Good" or "Acceptable" must be standard across all trims, and a front crash prevention system that earns "Advanced" or "Superior" ratings in both the daytime and nighttime vehicle-to-pedestrian evaluations must be available.

“We are thrilled that seven of our 2024 models received a 2023 IIHS *TOP SAFETY PICK* award, especially under the new criteria,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “This is a testament to our commitment of providing customers with vehicles set to the highest safety standards.”

Since 2013, Subaru has received a cumulative total of 70 *TOP SAFETY PICK+* awards, which is more than any other brand.* ** For the full list of 2023 IIHS winners, [visit the IIHS website](#).

*Claim applies to U.S.-spec vehicles. Based on research conducted by Subaru of America and Subaru Canada.

** As of October 2023

About Subaru of America, Inc.â€™â€™

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).