



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 FOUR 2024 IIHS *TOP SAFETY PICK* AWARDS WITH TOUGHER CRITERIA

- For 2024, IIHS instituted new requirements in side impact protection, pedestrian crash prevention and moderate front overlap tests
- Subaru Ascent earned top honors with IIHS *TOP SAFETY PICK+*
- Outback has earned an IIHS *TOP SAFETY PICK* award for its 16th consecutive year
- All four vehicles achieved a 'Good' rating in pedestrian front crash prevention
- Subaru has earned more IIHS *TSP+* awards than any other brand since 2013* **

Camden, N.J., Feb 27, 2024 - Subaru of America, Inc. today announced that the 2024 Ascent was named a 2024 *TOP SAFETY PICK+* by the Insurance Institute for Highway Safety (IIHS). Also, the Outback midsize SUV and Impreza compact hatchback and Solterra EV earned the 2024 IIHS *TOP SAFETY PICK* award.

2024 *TOP SAFETY PICK* + Winners

- 2024 Subaru Ascent (TSP for seven consecutive years)

2024 *TOP SAFETY PICK* Winners

- 2024 Subaru Impreza (TSP for 17 consecutive years)
- 2024 Subaru Outback (TSP for 16 consecutive years)
- 2024 Subaru Solterra (TSP for 2 consecutive years)

For 2024, The Insurance Institute for Highway Safety modified the requirements for its *TOP SAFETY PICK* and *TOP SAFETY PICK+* awards. New requirements for side impact protection, pedestrian crash prevention systems and moderate front overlap test were instated.

"We followed the tougher requirements we introduced last year with another major update to the award criteria in 2024," said IIHS President David Harkey. "This year's winners are true standouts, offering the highest level of protection for both vehicle occupants and other vulnerable road users."

For 2024, a rating of good in the updated side crash test is required for either *TOP SAFETY PICK* or *TOP SAFETY PICK+* awards. Initially, a rating of good or acceptable was enough to earn the *TOP SAFETY PICK* award. In addition, vehicles now need an acceptable or good rating in a revised version of the pedestrian front crash prevention evaluation to qualify for either award. The new version replaces the earlier daytime and nighttime tests with a single evaluation

that includes some tests run in daylight and some in the dark. Last year, vehicles could earn the lower-tier award regardless of whether they could detect and avoid pedestrians in the dark.

The biggest change to the 2024 award criteria is the replacement of the original moderate front overlap test with the updated version in the *TOP SAFETY PICK+* requirements. Vehicles now need an acceptable or good rating in the updated evaluation, which adds a second dummy seated behind the driver and emphasizes back seat safety. A good rating in the original moderate overlap test is still needed for the base *TOP SAFETY PICK* award. To earn either award, a vehicle must offer good protection in a small overlap front crash, in which 25% of the vehicle's width on either side collides with another vehicle or a stationary object. This year, the driver-side and passenger-side evaluations have been combined into a single rating. The test is performed on both the driver and passenger sides, and the rating is equivalent to the lower of the two results.

Award winners also must have good or acceptable headlights equipped on all trim levels.

"Subaru's commitment to safety is renewed daily in the cars and SUVs we deliver to our customers," said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. "With tougher criteria again for 2024, we're proud to be recognized by the IIHS this year with Top Safety Pick awards.

Since 2013, Subaru has received a cumulative total of 71 *TOP SAFETY PICK+* awards, which is more than any other brand.* ** For the full list of 2024 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 February 2024

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](#).