



Media Information

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SUBARU OF AMERICA REPORTS FEBRUARY SALES UP 4.1 PERCENT

- February sales up 4.1 percent
- 31 consecutive months of sales growth
- Solterra achieves best-ever February

Camden, N.J., Mar 3, 2025 - Subaru of America, Inc. (SOA) today reported 49,125 vehicle sales for February 2025, a 4.1 percent increase compared to February 2024 (47,189). February also marked the 31st consecutive month of month-over-month sales increases for the automaker.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "When it comes to meeting customer needs and building loyalty, Subaru retailers match the safety and reliability of our award-winning vehicles with their integrity and commitment to being More Than a Car Dealer. With the recent debut of two new hybrid vehicles, Forester and Crosstrek, we're thrilled to expand our lineup. At the same time, we remain dedicated to the Love Promise and fostering strong relationships within our communities."

Forester maintained its position as the top performer by volume with 14,347 vehicle sales, and Crosstrek sales followed closely behind with 12,818 vehicles sold in February. Outback sales also remained strong with 11,601 vehicles sold. In addition to these sales volume leaders, Solterra also continued to see sales growth, achieving its best February ever, up 187 percent over the previous year.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "As February sales resulted in a 31-month streak of consecutive growth, we recognize the exceptional efforts of our retailers. When customers know how to get the most out of their new vehicles, we build a stronger, lasting connection with the Subaru family that resonates long down the road."

Carline	Feb-25 MTD	Feb-24 MTD	% Chg MTD	Feb-25 YTD	Feb-24 YTD	% Chg YTD
Ascent	3,382	3,791	-10.8%	6,495	7,509	-13.5%
BRZ	244	243	0.4%	468	493	-5.1%
Crosstrek	12,818	12,553	2.1%	25,443	23,878	6.6%
Forester	14,347	14,882	-3.6%	27,295	27,501	-0.8%
Impreza	2,429	2,343	3.7%	4,858	4,598	5.7%
Legacy	1,664	1,248	33.3%	3,260	2,740	18.9%

Outback	11,601	10,412	11.4%	22,395	21,712	3.2%
Solterra	925	322	187.3%	1,977	701	182%
WRX	1,715	1,395	22.9%	3,288	2,567	28.1%
TOTAL	49,125	47,189	4.1%	95,479	91,699	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](#).