



Media Information

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SUBARU OF AMERICA RANKED HIGHEST IN CUSTOMER SERVICE INDEX BY J.D. POWER

Automaker Ranked #1 in Customer Satisfaction for Dealership Service in the 2025 U.S. Customer Service Index (CSI) Study

Camden, N.J., Mar 13, 2025 - Subaru of America, Inc. and its retailers have achieved the #1 ranking for customer satisfaction among Mass Market Brands in the J.D. Power 2025 U.S. Customer Service Index (CSI) Study. The automaker earned the top rating across every Voice of the Customer measure evaluated – including service initiation, service advisor, service facility, vehicle pick-up, and service quality.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "This incredible achievement is a testament to the collaborative culture across the organization – from Subaru Corporation to headquarters to field staff to our retailers – we are dedicated to listening to our customers and providing extraordinary service. As part of our mission to instill H.E.A.R.T, honesty, empathy, appreciation, respect, and trust, into our retailer experience, and guided by our Subaru Love Promise, this recognition reinforces our core belief that being More Than a Car Company and More Than a Car Dealer is essential to cultivating a positive car ownership experience."

The J.D. Power 2025 U.S.CSI Study, now in its 45th year, analyzes satisfaction with service at franchised dealer service facilities for maintenance or repair work among owners and lessees of one- to three-year-old vehicles. This year's study, which was conducted from July through December 2024, is based on responses from 55,210 verified registered owners and lessees of one- to three-year-old vehicles.

For more information about the J.D. Power CSI Study, please visit: <https://www.jdpower.com/business/press-releases/2025-us-customer-service-index-csi-study>.

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](#).