



## Media Information

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### SUBARU OF AMERICA CELEBRATES RECORD MARCH SALES AND BEST-EVER SALES MONTH IN COMPANY HISTORY

- March 2025 marks best-ever sales month in company history
- Record March – monthly sales up 16.6 percent
- Q1 2025 sales up 9.1 percent
- 32 consecutive months of sales growth
- Best month ever for Forester
- Best March ever for Crosstrek and Solterra

Camden, N.J., Apr 1, 2025 - Subaru of America, Inc. (SOA) today reported 71,478 vehicle sales for March 2025, a 16.6 percent increase compared with March 2024. March 2025 marked the best-ever sales month in the history of the company, topping the current record set in August 2019 (70,039). SOA also reported year-to-date sales of 166,957, a 9.1 percent increase compared to Q1 2024. March marked the 32nd consecutive month of month-over-month sales increases for the automaker.

**Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.:** “Subaru continues to raise the bar, celebrating our best sales month ever while setting the standard for automotive safety. Thanks to our team members and associates at Subaru Corporation and Subaru of Indiana Automotive (SIA), we are bringing to market models recognized as some of the safest SUVs, EVs, and hybrids on the road today. [Consumer Reports](#) has ranked Subaru as the best mainstream automotive brand and the most reliable automotive brand, with eight recommended models for 2025 including Forester, Crosstrek, Ascent, Outback, Impreza, Legacy, BRZ, and WRX. This only builds upon the trust that our customers place in Subaru, our retailers, and our ever-expanding lineup.”

Forester maintained its position as the top performer by volume and achieved its best month of all time with 22,570 vehicles sold, up 7.2 percent over March 2024. Crosstrek took the next spot, marking its best March ever with 18,169 vehicles sold in March, a 25.1 percent increase over the same month in 2024. Outback sales also remained strong with 17,539 vehicles sold, up 29.9 percent over March 2024. In addition to these sales volume leaders, four other carlines, BRZ, Impreza, Legacy, and Solterra, also saw positive sales growth over the previous year.

**Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.:** “Our record-breaking sales figures reflect our Subaru retailers’ unwavering dedication to delivering outstanding service, a commitment further validated by recent industry rankings. More than ever, safety and longevity are top of mind for so many customers, and Subaru vehicles like our top-selling Forester are more than just a mode of transportation, becoming part of their lives. We know that with

a focus on building relationships through reliability and customer satisfaction, continued growth and success will follow.”

<b>Carline</b>	<b>March-25 MTD</b>	<b>March-24 MTD</b>	<b>% Chg MTD</b>	<b>March-25 YTD</b>	<b>March-24 YTD</b>	<b>% Chg YTD</b>
Ascent	4,584	5,174	-11.4%	11,079	12,683	-12.7%
BRZ	334	273	22.3%	802	766	4.7%
Crosstrek	18,169	14,527	25.1%	43,612	38,405	13.6%
Forester	22,570	21,045	7.3%	49,865	48,546	2.7%
Impreza	3,049	2,836	7.5%	7,907	7,434	6.4%
Legacy	2,540	1,658	53.2%	5,800	4,398	31.9%
Outback	17,539	13,501	29.9%	39,934	35,213	13.4%
Solterra	1,154	446	158.7%	3,131	1,147	172.9%
WRX	1,539	1,837	-16.2%	4,827	4,404	9.6%
<b>TOTAL</b>	<b>71,478</b>	<b>61,297</b>	<b>16.6%</b>	<b>166,957</b>	<b>152,996</b>	<b>9.1%</b>

**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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).