



Media Information

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SUBARU ANNOUNCES GLOBAL DEBUT OF ALL-NEW 2026 OUTBACK AT 2025 NEW YORK INTERNATIONAL AUTO SHOW

Camden, N.J., Apr 9, 2025 - Building on 30 years of its legendary capability, the next generation of Outback is almost here. Tune into the 2025 New York International Auto Show Subaru.com livestream 11:50 a.m. ET April 16 as we reveal the all-new 2026 Subaru Outback and Outback Wilderness.

Count down with us to the reveal [here](#) and check [Subaru's Media Center](#) for more information.

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](#).