



# Media Information

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

Camden, N.J., Apr 11, 2025 - Get ready to meet your newest adventure-ready sidekick from Subaru: the all-new 2026 Subaru Trailseeker EV SUV. See it in person at the 2025 New York International Auto Show, coming soon.

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