



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

Adam Leiter
(856) 488-8668
aleiter@subaru.com

SUBARU OF AMERICA REPORTS APRIL 2025 SALES RESULTS

- 33 consecutive months of sales growth
- Best-ever April for Crosstrek
- Forester remains top seller for fourth consecutive month

Camden, N.J., May 1, 2025 - Subaru of America, Inc. (SOA) today reported 56,011 vehicle sales for April 2025, an increase of 0.3 percent compared with April 2024 (55,863). SOA also reported year-to-date sales of 222,968, a 6.8 percent increase compared with the same period in 2024.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Both Subaru and our retailers have experienced continued momentum, including exciting product debuts and recognition for our Love Promise initiatives. With a best-ever April for Crosstrek and our expanding model lineup, we're committed to meeting our customers' needs for safety, performance, and versatility. Combined with this year's record-setting results from our Subaru Share the Love® Event, we are proving the importance of being More Than a Car Company® and maintaining the strength of the Subaru brand."

For the fourth month in a row, Forester maintained its position as the top seller with 19,330 vehicles sold, up 8.3 percent over April 2024. Crosstrek took the next spot, marking its best April ever with 14,935 vehicles sold, a 23.2 percent increase over the same month in 2024. Outback sales also remained strong with 11,501 vehicles sold, and both BRZ and Legacy saw positive sales growth over the previous year.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Another consecutive month of sales growth reflects the hard work of our retailers who continue to build trust and confidence through their actions and with the reliability and innovation of our vehicles. The debut of the 2026 Subaru Outback, Outback Wilderness, Solterra, and the all-new Trailseeker has ignited enthusiasm as we aim to captivate drivers seeking bold design, advanced safety, and electrified capability. From our beloved SUVs to our expanding EV lineup, we're delivering vehicles that meet the evolving needs of our customers, while staying true to the values that set us apart from the competition."

Carline	April-25 MTD	April-24 MTD	% Chg MTD	April-25 YTD	April-24 YTD	% Chg YTD
Ascent	3,758	4,975	-24.5%	14,837	17,658	-15.9%
BRZ	331	178	85.9%	1,133	944	20%
Crosstrek	14,935	12,127	23.2%	58,547	50,532	15.9%

Forester	19,330	17,850	8.3%	69,195	66,396	4.2%
Impreza	2,559	2,575	-0.6%	10,466	10,009	4.6%
Legacy	1,876	1,685	11.3%	7,676	6,083	26.2%
Outback	11,501	13,131	-12.4%	51,435	48,344	6.4%
Solterra	949	1,456	-34.8%	4,080	2,603	56.7%
WRX	772	1,886	-59.1%	5,599	6,290	-10.9%
TOTAL	56,011	55,863	0.3%	222,968	208,859	6.8%

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](#).