



# Media Information

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## SUBARU OF AMERICA REPORTS JUNE SALES RESULTS

- Best-ever June for Crosstrek

Camden, N.J., Jul 1, 2025 - Subaru of America, Inc. (SOA) today reported 46,515 vehicle sales for June 2025, a decrease of 15.8 percent compared with June 2024 (55,228). SOA also reported year-to-date sales of 321,775, a 0.2 percent decrease compared with the same period in 2024.

**Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.:** "I want to thank our Subaru retailers nationwide for their efforts in June, working hard to connect with customers and build relationships that can last for the long haul. Our retailers were also recognized last month within our annual [Corporate Impact Report](#), highlighting how we collectively continue to prioritize quality, safety, and community impact through the Subaru Love Promise®."

Crosstrek maintained its position as the top seller and achieved its best June ever with 15,994 vehicles sold, a 5.7 percent increase over the same month in 2024. Forester was up 2.1 percent over the previous year with 11,343 vehicles sold, and Outback sales were close behind with 10,608 vehicles sold.

**Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.:** "Forester and Crosstrek have continued to shine through the first half of 2025, meeting customers' needs for safety, reliability, and longevity. Subaru retailers know that with our growing lineup, they can be a trusted resource, strengthening the Subaru family."

Carline	June-25 MTD	June-24 MTD	% Chg MTD	June-25 YTD	June-24 YTD	% Chg YTD
Ascent	3,095	5,020	-38.4%	21,479	27,955	-23.2%
BRZ	206	243	-15.2%	1,665	1,414	17.8%
Crosstrek	15,994	15,132	5.7%	90,334	79,500	13.6%
Forester	11,343	11,108	2.1%	95,972	92,849	3.4%
Impreza	2,055	2,464	-16.6%	14,978	14,892	0.6%
Legacy	1,689	1,840	-8.2%	11,158	9,450	18.1%
Outback	10,608	16,853	-37.1%	73,257	81,703	-10.3%
Solterra	1,175	1,236	-4.9%	6,501	5,385	20.7%
WRX	350	1,332	-73.7%	6,431	9,295	-30.8%
<b>TOTAL</b>	<b>46,515</b>	<b>55,228</b>	<b>-15.8%</b>	<b>321,775</b>	<b>322,443</b>	<b>-0.2%</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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 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](#)