



# Media Information

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## SUBARU OF AMERICA REPORTS JULY SALES UP 4.5 PERCENT

- Best-ever July for Crosstrek
- Best month ever for Solterra
- Forester sales up 11.3 percent
- Outback sales up 5.5 percent

Camden, N.J., Aug 1, 2025 - Subaru of America, Inc. (SOA) today reported 54,035 vehicle sales for July 2025, an increase of 4.5 percent compared with July 2024 (51,702), as well as year-to-date sales of 375,810.

**Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.:** "Our dedicated retailers delivered a strong month of sales, remaining focused on what sets Subaru apart – trusted performance and a deep commitment to our communities. With initiatives like Subaru Loves Learning® kicking off this month for its fifth year, among other ongoing charitable efforts, Subaru and our retailers are continuing to build relationships and make a difference, whether it's in the classroom or the showroom."

Crosstrek maintained its position as the top seller for the third month in a row and achieved its best July ever with 17,628 vehicles sold, a 15.1 percent increase over the same month in 2024. Outback sales followed close behind with 14,982 vehicles sold, up 5.5 percent over July 2024, and Forester was up 11.3 percent over the previous year, with 11,886 vehicles sold. Both Solterra and Legacy also saw positive sales growth, with Solterra reaching its best month ever, up 23.9 percent over July 2024. SOA also reported year-to-date sales of 375,810, a 0.5 percent increase compared with the same period in 2024.

**Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.:** "Another standout month for Crosstrek, Forester, and Outback proves that drivers continue to turn to Subaru for vehicles that are safe, affordable, and built to last. As our lineup expands with exciting new models, including gas, hybrid, and electric offerings, we are reinforcing the trust that customers place in Subaru and our retailers every day, delivering dependable options that meet their needs."

Carline	July-25 MTD	July-24 MTD	% Chg MTD	July-25 YTD	July-24 YTD	% Chg YTD
Ascent	3,007	4,220	-28.7%	24,486	32,175	-23.9%
BRZ	222	271	-18.1%	1,887	1,685	11.9%
Crosstrek	17,628	15,318	15.1%	107,962	94,818	13.9%

Forester	11,886	10,682	11.3%	107,858	103,531	4.2%
Impreza	2,373	2,578	-7.9%	17,351	17,470	-0.7%
Legacy	1,918	1,799	6.6%	13,076	11,249	16.2%
Outback	14,982	14,204	5.5%	88,239	95,907	-8%
Solterra	1,562	1,261	23.9%	8,063	6,646	21.3%
WRX	457	1,369	-66.6%	6,888	10,664	-35.4%
<b>TOTAL</b>	<b>54,035</b>	<b>51,702</b>	<b>4.5%</b>	<b>375,810</b>	<b>374,145</b>	<b>0.5%</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](#).