



Media Information

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SUBARU EARNS TOP RANKING IN 2025 AMERICAN CUSTOMER SATISFACTION INDEX SURVEY AUTOMOBILE STUDY

Camden, N.J., Sep 3, 2025 - Subaru of America, Inc. today announced the automaker was ranked No. 1 overall in the [2025 American Customer Satisfaction Index \(ACSI®\) Automobile Study](#). The result highlights Subaru's strength in safety and dependability among other top-category claims. Subaru earned an overall score of 85, up 2% over last year's ranking, and pulled ahead of all other brands in the mass-market segment.

The ACSI study and rankings are based on customers' opinions of their own vehicles, and results are reported on a 100-point scale. In the ACSI 2024-2025 Automobile Study of mass-market vehicles, Subaru was rated* as:

- #1 Brand for Vehicle Safety, six years in a row
- #1 Brand for Product Quality, five years in a row
- #1 Brand for Overall Product and Service Quality, three years in a row
- #1 Brand for Perceived Value, three years in a row
- #1 Brand for Dependability, two years in a row
- #1 Brand for Driving Performance, two years in a row

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Being named the top mass-market brand in the 2025 ACSI study is an honor and a reflection of the trust our consumers place in Subaru. This speaks to our commitment to safety, quality, and dependability, and we are grateful for the loyalty of our customers and the dedication of our retailers and employees nationwide."

Developed in 1994 at the University of Michigan, ACSI is the only national cross-industry measure of customer satisfaction in the United States. It tracks approximately 400 companies in about 40 consumer industries across 10 economic sectors on an annual basis, and is the largest single benchmarking study in the U.S. The ACSI Automobile Study 2025 is based on 9,949 completed surveys. Customers were chosen at random and contacted via email between July 2024 and June 2025.

For more information on the ACSI and the automobile rankings, visit theACSI.org. ACSI is a registered trademark of American Customer Satisfaction LLC.

About the ACSI

The [American Customer Satisfaction Index](#) (ACSI®) has been a national economic indicator for over 25 years. It measures and analyzes customer satisfaction with approximately 400 companies in about 40 industries and 10 economic sectors, including various services of federal and local government agencies. Reported on a scale of 0 to 100, scores are based on data from roughly 200,000 responses annually. For more information, visit www.theacsi.org.

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](#).

*Compared to all other measured automotive companies in their respective segments in the 2025 American Customer Satisfaction Index (ACSI®) survey of customers rating their own automotive company's performance. ACSI and its logo are registered trademarks of the American Customer Satisfaction Index LLC.