



Media Information

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SUBARU OF AMERICA REPORTS STRONG MONTH OF SALES WITH SECOND CONSECUTIVE AUGUST OF MORE THAN 60,000 VEHICLES SOLD

- Best month ever for Crosstrek
- Best-ever August for Solterra
- Forester sales up 5.7 percent

Camden, N.J., Sep 3, 2025 - Subaru of America, Inc. (SOA) today reported 61,220 vehicle sales for August 2025, a 2.9 percent decrease compared with August 2024 (63,053), and year-to-date sales of 437,030. This marks the second consecutive August of reaching more than 60,000 vehicles sold in a month, and the 23rd time the automaker has exceeded the milestone overall.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Our retailers continued to show the value of what makes Subaru unique – vehicles that are built to last, thoughtfully designed inside and out, and include the active safety features that drivers are looking for. Beyond the showroom, we continued to demonstrate our long-standing commitment to community through the Subaru Loves Learning® initiative, supporting classrooms nationwide and making a difference where our customers live, learn, and drive."

Crosstrek achieved its best month of all time with 20,442 vehicles sold (surpassing the record of 20,396 set in August 2024) and maintained its position as the top seller for the fourth month in a row. Outback sales followed with 15,768 vehicles sold, and Forester sold 14,225 vehicles, up 5.7 percent over the previous year. Both Solterra and Legacy also saw positive sales growth over August 2024, with Solterra achieving its best August ever.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Crosstrek, Outback, and Forester once again led the way this month, meeting the expectations that customers place in our vehicles to deliver lasting value, durability, and everyday enjoyment. With interiors that blend quality and versatile design, our lineup continues to fulfill drivers' needs while fueling strong momentum for retailers. And as we expand with new models, we're building upon the trust that our Subaru family places in us for future success."

Carline	Aug-25 MTD	Aug-24 MTD	% Chg MTD	Aug-25 YTD	Aug-24 YTD	% Chg YTD
Ascent	3,757	4,630	-18.9%	28,243	36,805	-23.3%
BRZ	220	347	-36.6%	2,107	2,032	3.7%
Crosstrek	20,442	20,396	0.2%	128,404	115,214	11.5%

Forester	14,225	13,456	5.7%	122,083	116,987	4.4%
Impreza	2,644	3,166	-16.5%	19,995	20,636	-3.1%
Legacy	2,087	1,654	26.2%	15,163	12,903	17.5%
Outback	15,768	16,435	-4.1%	104,007	112,342	-7.4%
Solterra	1,466	1,417	3.5%	9,529	8,063	18.2%
WRX	611	1,552	-60.6%	7,499	12,216	-38.6%
TOTAL	61,220	63,053	-2.9%	437,030	437,198	0%

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](#).