



## Media Information

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### **SUBARU STANDS FIRM ON ALL-NEW 2026 SUBARU SOLTERRA PRICING, STARTING AT \$38,495 MSRP, AND INTRODUCES MORE POWERFUL SOLTERRA XT MODEL**

- Range increased by more than 25% compared to previous Solterra EV models
- All-new Solterra XT produces 338 horsepower from uprated powertrain
- Charging time from 10-80% in approximately 30 minutes with improved battery preconditioning system and charging speeds up to 150 kW
- Standard Symmetrical All-Wheel Drive, best-in-class 8.3 inches of ground clearance
- Available range up to 288 miles on a single charge
- Available at retailers nationwide later this fall, starting at \$38,495 MSRP, same as outgoing model; Solterra Limited price reduced \$600 from outgoing model

Camden, N.J., Sep 25, 2025 - Subaru of America, Inc. today announced pricing on the all-new 2026 Subaru Solterra EV arriving at Subaru retailers this fall. The redesigned Solterra all-electric SUV has been significantly improved with more power, increased driving range, and upgraded interior comforts and technology. It starts at \$38,495 MSRP, which is the same entry price as the outgoing model.

Every 2026 Solterra is equipped with standard Symmetrical All-Wheel Drive and a suite of Subaru EyeSight® driver-assistance technologies, along with an all-new 14-inch Subaru Multimedia System featuring wireless Apple CarPlay® and Android Auto™ compatibility.

The 2026 Subaru Solterra EV is available in four trim levels: Premium, Limited, Limited XT, and Touring XT. New for 2026, Solterra XT trim levels feature uprated electric motors on the front and rear axles, producing a total output of 338 horsepower and propelling the car from 0 to 60 mph in less than 5 seconds. The Solterra Premium and Limited trim levels also feature more powerful front and rear motors, compared to last year's model, with a total output of 233 horsepower. Regardless of output, the 2026 Subaru Solterra EV features a new high-capacity 74.7-kWh lithium-ion battery, larger than the outgoing model, and an estimated all-electric driving range of up to 288 miles with standard Subaru Symmetrical All-Wheel Drive. What's more, a battery preconditioning system can prepare the battery for optimal charging — especially in cold-weather climates — at speeds up to 150 kW while fast-charging. An uprated 11 kW onboard charger enables quicker charging at home compared to previous model years.

All 2026 Solterra models feature a North American Charging Standard charging port, which unlocks access to more than 15,000 charging stations across the U.S.

#### **Upgraded, All-New Platform**

An updated all-wheel-drive system integrates the front and rear electric motors for enhanced on- and off-road performance. The dual-motor system is managed by an improved drive controller that optimizes power distribution in wet and dry conditions. All models feature X-MODE® Dual-Mode System, which includes Snow/Dirt and Deep Snow/Mud modes, along with Grip Control and Downhill Assist Control, providing confidence in low-grip or off-road situations. The 5-seat SUV features 8.3 inches of ground clearance for genuine off-roading, a Subaru hallmark and best-in-class among small electric SUVs.

The all-new 2026 Subaru Solterra EV features an enhanced suspension and electric power steering system, specifically tuned for improved handling and responsiveness. The new all-wheel drive control predicts the load applied to the front and rear tires, optimizing power distribution to reduce roll and sway, which enhances drivability and ride comfort.

The all-new 2026 Solterra features a new platform for the all-electric SUV, which incorporates both enhanced body rigidity and improved sound insulation for a quieter, more confident driving experience. Enhanced all-wheel-drive performance, new front subframe, a retuned suspension, lighter front control arms, expanded usage of ultra-high-tensile-strength steel, and enhanced battery protection areas were added compared to previous model years.

Up front, the all-new 2026 Solterra EV debuts an all-new Subaru EV lighting signature with a six-star illuminated logo, redesigned headlamps, a new front bumper design, and newly designed 18- and 20-inch wheels. At the back, a new rear badge and rear gate garnish add a distinctive updated look to the Solterra EV. A new rear spoiler design improves the aerodynamic efficiency of the all-electric SUV.

The bright cabin inside Solterra is enhanced with an all-new, center 14-inch touchscreen, which is standard on all trim levels. Metallic finishes along the dash emphasize the horizontal themes, and an updated, wide center console creates a centralized hub for devices and personal items, providing for easy storage.

On selected colors, the new 2026 Solterra EV features new body-color fenders for a sleeker look. Available two-tone exterior color configurations on the Subaru Solterra EV Touring XT add a unique look and enhanced curb appeal.

### **Innovative, Smart Technology**

The new 2026 Subaru Solterra features an upgraded 14-inch Subaru Multimedia touchscreen display. In addition to Apple CarPlay® and Android Auto™ compatibility, all models are equipped with standard SiriusXM All Access radio (4-month free trial included), HD Radio®, Bluetooth® audio streaming and hands-free phone connectivity, available cloud-based navigation, Wi-Fi hotspot connectivity (30-day free trial or 3GB), and SubaruConnect vehicle services for safety, remote access, service, digital key access, and more.

For front passengers, dual USB-C ports help to keep devices powered for long journeys, and dual 15-watt wireless smartphone chargers were added this year for even more power possibilities. For rear-seat passengers, dual high-power USB-C charge points offer power on the go. A 120-volt outlet in the cargo area is available to power devices on the go.

All 2026 Solterra models are equipped with a suite of EyeSight® driver-assistance technology that includes Emergency Steering Assist, Collision Avoidance Assist with Automatic Steering, Front Cross-Traffic Alert, Hands-Free Low Speed Driving, DriverFocus® Distraction Mitigation System, Pre-Collision Braking, Lane Departure Alert and Prevention, Dynamic Radar Cruise Control, Blind Spot Monitor, Emergency Stop Assist, and more.

### **2026 Subaru Solterra EV Premium**

Starting at \$38,495 MSRP, the upgraded Solterra EV Premium trim level is well-equipped with standard features for convenience and comfort. Those include standard Symmetrical All-Wheel Drive featuring dual electric motors producing 233 horsepower, standard low-profile roof rails for carrying cargo with a 700-pound static (176-pound dynamic) load

rating, 18-inch aluminum-alloy wheels with covers, heated front seats, 10-way power adjustable driver's seat, a leather-wrapped steering wheel, a 14-inch touchscreen infotainment system, LED headlights with headlight washers, interior ambient lighting, dual-zone automatic climate control, and more.

Durable, water-resistant gray or black StarTex® interior upholstery is standard on all Solterra EV Premium models. A standard power rear liftgate makes loading or unloading cargo easier, and 60/40-split folding rear seats expand the cargo capacity of Solterra from 23.8 cubic feet with the seats up to 63.5 cubic feet with the seats tumbled forward.

#### **2026 Subaru Solterra EV Limited and Limited XT**

The new 2026 Solterra EV Limited builds on the impressive features found in the Solterra EV Premium and adds more conveniences for a starting MSRP of \$41,395, which is \$600 less than the outgoing model. The Solterra Limited trim level adds stylish 20-inch aluminum-alloy wheels, rear spoiler, power-adjustable driver's seat with memory, power-adjustable front passenger seat, power rear gate with kick to open/close, a 360-degree heated steering wheel, automatic parking assist, heated rear seats (outboard positions), Multi Terrain Monitor, 120V rear power outlet, and Harman Kardon® premium speaker system with rear subwoofer, and more.

For \$42,895 MSRP, the all-new 2026 Subaru Solterra Limited XT adds more powerful front and rear motors producing 338 horsepower.

#### **2026 Subaru Solterra EV Touring XT**

New for 2026, the Subaru Solterra EV Touring XT adds unique styling features and upgraded interior amenities to top the lineup for \$45,555 MSRP. It features a panoramic glass roof with a motorized sunshade, ventilated front seats, a radiant leg heater for the driver and front passenger, optional two-tone paint (available on select colors), available blue leather upholstery, and a digital rearview mirror with a camera washer.

The 2026 Subaru Solterra EV is available in six exterior colors: Harbor Mist Gray Pearl, Elemental Red Pearl, Cosmic White Pearl, Astro Black Mica, Smoked Carbon, and Midnight Tide Mica. Midnight Tide Mica, Cosmic White Pearl, Harbor Mist Gray Pearl, and Smoked Carbon exterior colors are available with a two-tone roof on Solterra Touring XT models.

The 2026 Subaru Solterra EV is assembled in Japan.

With the purchase or lease of a new 2026 Subaru Solterra, customers will also receive up to 10 days of Subaru Just Drive Rental at no charge from their participating Subaru retailer. The program allows owners to rent various Subaru vehicles through those retailers.

<b>2026 Subaru Solterra</b>		
<b>Model/Trim</b>	<b>Transmission</b>	<b>MSRP</b>
Solterra Premium	SST	\$38,495
Solterra Limited	SST	\$41,395
Solterra Limited XT	SST	\$42,895
Solterra Touring XT	SST	\$45,555
Solterra Touring XT (Black + Blue Leather)	SST	\$45,855
<b>Solterra Paint Options</b>		
Premium Paint	\$475	
Two-Tone Paint	\$495	
Premium + Two-Tone Paint	\$970	

Destination & Delivery is \$1,450 for Solterra and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,600 for retailers in Alaska.

**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](#).