



Media Information

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SUBARU OF AMERICA REPORTS SEPTEMBER 2025 SALES

- Crosstrek maintains top seller position for fifth month in a row

Camden, N.J., Oct 1, 2025 - Subaru of America, Inc. (SOA) today reported 46,007 vehicle sales for September 2025 and year-to-date sales of 483,037, a 2.1 percent decrease.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "As always, we appreciate the steadfast efforts of our retailers, whose responsive service and community involvement continue to set Subaru apart. Looking ahead, as several new models arrive in showrooms, many retailers will also be celebrating Subaru Loves Pets® by hosting local pet adoption events, reinforcing our commitment to enriching the lives of our customers and their families."

In September, Crosstrek remained the top seller for the fifth month in a row with 14,321 vehicles sold. Outback sales followed with 12,406 vehicles sold, and Forester sold 10,954 vehicles.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Crosstrek remained a favorite for customers nationwide this month, and there's growing excitement for our newest vehicles, including the versatile 2026 Crosstrek Hybrid, redesigned 2026 Solterra EV, and new 2026 Forester Wilderness. With an even wider range of vehicles arriving soon, our retailers are ready to guide every customer to their perfect vehicle, offering unmatched quality, value, and performance."

Carline	Sep-25 MTD	Sep-24 MTD	% Chg MTD	Sep-25 YTD	Sep-24 YTD	% Chg YTD
Ascent	3,073	5,809	-47.1%	31,316	42,614	-26.5%
BRZ	177	291	-39.2%	2,284	2,323	-1.7%
Crosstrek	14,321	16,633	-13.9%	142,725	131,847	8.3%
Forester	10,954	13,111	-16.5%	133,037	130,098	2.3%
Impreza	2,109	2,437	-13.5%	22,104	23,073	-4.2%
Legacy	1,884	1,739	8.3%	17,047	14,642	16.4%
Outback	12,406	13,991	-11.3%	116,413	126,333	-7.9%
Solterra	443	1,074	-58.8%	9,972	9,137	9.1%
WRX	640	1,329	-51.8%	8,139	13,545	-39.9%
TOTAL	46,007	56,414	-18.5%	483,037	493,612	-2.1%

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](#).