



Media Information

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SUBARU OF AMERICA REPORTS OCTOBER 2025 SALES

- Crosstrek maintains top seller position for sixth month in a row
- Best-ever October for Crosstrek

Camden, N.J., Nov 3, 2025 - Subaru of America, Inc. (SOA) today reported 51,036 vehicle sales for October 2025 and year-to-date sales of 534,073, a 2.6 percent decrease.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "October marked a strong month, with sales of more than 50,000 vehicles thanks to our dedicated retailers and loyal customers. Looking forward, we are excited that Forester production has shifted from Japan to Subaru of Indiana Automotive, Inc., increasing the availability of U.S.-built Subaru vehicles. From gas to hybrid to electric, our customers can depend on Subaru and our retailers to find a vehicle that matches their safety, reliability, and longevity needs."

In October, Crosstrek remained the top seller for the sixth consecutive month, achieving its best October ever with 16,284 vehicles sold, a 2.2 percent increase over the same month in 2024. Outback followed with 13,441 vehicles sold, and Forester sold 12,769 vehicles.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Subaru achieved an important month-over-month gain in market share in October thanks to our retailers going above and beyond to meet customer needs with care and expertise. They continue to exemplify what it means to be More Than a Car Dealer®. As new models like Crosstrek Hybrid and the all-new 2026 Outback arrive, their exceptional service and relationship building will continue to set Subaru apart, ensuring that every driver feels confident and supported long after they leave the showroom."

Carline	Oct-25 MTD	Oct-24 MTD	% Chg MTD	Oct-25 YTD	Oct-24 YTD	% Chg YTD
Ascent	3,747	4,402	-14.9%	35,063	47,016	-25.4%
BRZ	182	365	-50.1%	2,466	2,688	-8.3%
Crosstrek	16,284	15,928	2.2%	159,009	147,775	7.6%
Forester	12,769	13,431	-4.9%	145,806	143,529	1.6%
Impreza	2,063	2,501	-17.5%	24,167	25,574	-5.5%
Legacy	1,817	1,661	9.4%	18,864	16,303	15.7%
Outback	13,441	13,549	-1%	129,854	139,882	-7.2%
Solterra	13	1,078	-98.8%	9,985	10,215	-2.3%

WRX	720	1,637	-56%	8,859	15,182	-41.7%
TOTAL	51,036	54,552	-6.5%	534,073	548,164	-2.6%

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](#)