



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

Adam Leiter  
(856) 488-8668  
[aleiter@subaru.com](mailto:aleiter@subaru.com)

## SUBARU OF AMERICA REPORTS FEBRUARY 2026 SALES

- Best-ever February for Forester

Camden, N.J., Mar 3, 2026 - Subaru of America, Inc. (SOA) today reported 45,113 vehicle sales for February 2026, an 8.2 percent decrease. With a short selling month and severe storms impacting key, high-volume markets, February still proved to be a record high for the Subaru Forester. The model achieved its best February ever with 17,919 vehicles sold, up 24.9 percent over the previous year.

**Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.:** “Subaru and our retailers remain focused on earning customer trust with the safest, longest lasting, and most affordable vehicles available on the market today. Our versatile lineup is designed to meet a wide range of budgets and needs – from daily commutes, to carpools, to weekends spent accessing the outdoors. With that combination of value and dependability, we’re well-positioned to build momentum in the months ahead.”

Following Forester's top-seller position in February, Crosstrek ranked second with 11,480 vehicles sold, and Outback sold 8,787 vehicles as all-new 2026 Outback models continue to arrive at retailer locations nationwide.

**Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.:** “Even as winter storms swept across the country, Subaru retailers were there to match drivers with the vehicles they trust – backed by a customer experience that truly stands out. Our growing portfolio of gas, hybrid, and electric models delivers the safety, reliability, and versatility that Subaru is known for, along with the performance and value today’s drivers expect.”

Carline	Feb-26 MTD	Feb-25 MTD	% Chg MTD	Feb-26 YTD	Feb-25 YTD	% Chg YTD
Ascent	3,034	3,382	-10.3%	5,851	6,495	-9.9%
BRZ	277	244	13.5%	515	468	10%
Crosstrek	11,480	12,818	-10.4%	22,776	25,443	-10.5%
Forester	17,919	14,347	24.9%	33,740	27,295	23.6%
Impreza	1,258	2,429	-48.2%	2,414	4,858	-50.3%
Legacy	607	1,664	-63.5%	1,370	3,260	-57.9%
Outback	8,787	11,601	-24.3%	17,070	22,395	-23.8%
Solterra	733	925	-20.8%	1,305	1,977	-33.9%
WRX	1,018	1,715	-40.6%	2,229	3,288	-32.2%

TOTAL	45,113	49,125	-8.2%	87,270	95,479	-8.6%
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**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](#).