



Media Information

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SUBARU ANNOUNCES GLOBAL DEBUT OF ALL-NEW, ALL-ELECTRIC SUV AT 2026 NEW YORK INTERNATIONAL AUTO SHOW

Camden, N.J., Mar 23, 2026 - Fast. Family. Fun.

Power up your next family adventure with 420 horsepower and legendary Symmetrical All-Wheel Drive. Come see the all-new, all-electric SUV from Subaru at the 2026 New York International Auto Show on April 1 or at Subaru.com

Go to [Subaru's media site](#) for more information or watch the livestream 10:25 a.m. ET April 1, 2026, [here](#).

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](#)