



Media Information

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SUBARU EARNS THREE 2026 IIHS *TOP SAFETY PICK+* AWARDS FOR 2026 SUBARU FORESTER, ASCENT, AND OUTBACK

- 2026 Subaru Forester, Ascent, and Outback earn top honors with IIHS in rigorous testing from independent safety organization
- For 2026, IIHS instituted more stringent criteria for crash and safety testing
- As of March 2026, Subaru has received 78 IIHS *TOP SAFETY PICK+* awards since 2013ⁱ

Camden, N.J., Mar 24, 2026 - Subaru of America, Inc. announced today its 2026 Subaru Forester, Ascent, and Outback earned *TOP SAFETY PICK+* awards in the Insurance Institute for Highway Safety's latest round of vehicle ratings.

2026 *TOP SAFETY PICK+* Winners

- 2026 Subaru Forester (including Wilderness and Hybrid; TSP for 20 consecutive years)
- 2026 Subaru Ascent
- 2026 Subaru Outback (including Wilderness)

"Earning IIHS *TOP SAFETY PICK+* awards for 2026 considering the enhanced testing criteria is a defining achievement for Subaru," said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. "The awards reflect our ongoing commitment to safety and delivering vehicles our customers trust to protect them and their passengers in everyday driving."

Under IIHS' 2026 evaluation criteria, vehicles must achieve a "Good" rating in the updated moderate overlap front crash test to earn a *TOP SAFETY PICK+*. The IIHS *TOP SAFETY PICK+* designation is awarded to vehicles that meet the stringent safety standards of the organization. The new test adds a rear-seat test dummy to better evaluate rear seat passenger protection. The updated testing criteria also include more comprehensive vehicle-to-vehicle and pedestrian crash prevention.

The 2026 Subaru Forester, Outback, and Ascent are available at Subaru retailers nationwide, with a starting price of \$29,995 MSRP for Forester, \$34,995 MSRP for Outback, and \$40,795 MSRP for Ascent. Every 2026 Forester, Ascent, and Outback is equipped with award-winning Subaru EyeSight® Driver Assist Technology. The system includes advanced active safety features such as Advanced Adaptive Cruise Control with Lane Centering, plus added Driver

Assist and visibility technologies such as Emergency Stop Assist, Pre-collision Brake Assist, and more.

For the full list of 2026 IIHS winners, visit the [IIHS website](#).

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](#).

¹ [www.iihs.org](#).