



Media Information

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

CONTACT: Aaron Cole (856) 488-3697 acole1@subaru.com	Miranda Jimenez (856) 438-2820 mjimen@subaru.com	Karley Dowdy (856) 488-8527 kdowdy@subaru.com
---------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------

SUBARU ANNOUNCES GLOBAL DEBUT OF FIRST-EVER WILDERNESS HYBRID AT 2026 NEW YORK INTERNATIONAL AUTO SHOW

Camden, N.J., Mar 25, 2026 - Come see how the next Wilderness adventure goes even further. Watch the Global Debut of the first-ever Subaru Wilderness Hybrid on April 1 at the 2026 New York International Auto Show and on 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](#).