



Media Information

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SUBARU OF AMERICA REPORTS MARCH 2026 SALES

- Forester remains top-seller for third month in a row
- Best month ever for electric vehicle sales

Camden, N.J., Apr 1, 2026 - Subaru of America, Inc. (SOA) today reported 54,674 vehicle sales for March 2026, a 23.5 percent decrease which can be attributed to last year's record-breaking pull-ahead sales. Forester sales remained strong, making it the volume leader for the third month in a row and increasing the model's sales over February by reaching 20,412 vehicles sold. Solterra also made a mark, achieving its best month ever with 1,736 vehicles sold.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "This March, Subaru and our retailers continued to deliver the affordable, safe, and versatile vehicles that customers count on. Although results did not reach last year's all-time record sales due to the March 2025 sales pull-ahead, this month highlighted the steady demand, led by our top-selling assembled-in-America Subaru Forester, and marked the best-ever month for the Solterra EV. We are confident that our growing lineup of gas, hybrid, and electric vehicles will contribute to our long-term momentum."

Following Forester's top-seller position in March, Crosstrek and Outback numbers also increased over February, ranking second and third with 15,721 and 10,004 vehicles sold, respectively. Beginning next month, Subaru EV sales reporting will include Trailseeker and Uncharted, joining Solterra as those two new models reach retailer locations.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Subaru retailers remain focused on delivering a seamless experience that builds lasting trust with our customers. From showroom to service, our teams are committed to connecting drivers with vehicles known for their longevity, capability, safety, and value. With all-new additions like our all-electric family-focused Getaway SUV and adventure-ready Subaru Forester Wilderness Hybrid coming to retailer locations soon, we are ready to meet customer needs with consistency and care."

Carline	March-26 MTD	March-25 MTD	% Chg MTD	March-26 YTD	March-25 YTD	% Chg YTD
Ascent	3,324	4,584	-27.5%	9,175	11,079	-17.2%
BRZ	288	334	-13.8%	803	802	0.1%
Crosstrek	15,721	18,169	-13.5%	38,497	43,612	-11.7%
Forester	20,412	22,570	-9.6%	54,152	49,865	8.6%

Impreza	1,498	3,049	-50.9%	3,912	7,907	-50.5%
Legacy	418	2,540	-83.5%	1,788	5,800	-69.2%
Outback	10,004	17,539	-42.9%	27,074	39,934	-32.2%
Solterra	1,736	1,154	50.4%	3,041	3,131	-2.9%
WRX	1,273	1,539	-17.3%	3,502	4,827	-27.5%
TOTAL	54,674	71,478	-23.5%	141,944	166,957	-14.9%

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](#).