



Media Information

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SUBARU OF AMERICA REPORTS APRIL 2026 SALES RESULTS

- Forester remains top seller for fourth consecutive month
- Best April ever for Crosstrek
- Best month ever for electric vehicle sales

Camden, N.J., May 1, 2026 - Subaru of America, Inc. (SOA) today reported 52,733 vehicle sales for April 2026, a 5.9 percent decrease compared to the previous year. Forester sales remained strong, making it the volume leader for the fourth month in a row, and the Subaru family of electric vehicles also made a growing contribution to sales, achieving a collective best month ever with 2,053 vehicles sold.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Demand for affordable, capable, and safety-focused vehicles remains strong, and Subaru and our retailers continue to deliver on what customers value most. April's results underscore the strength of our diverse lineup of reliable gas, hybrid, and electric vehicles, from our trusted Crosstrek, Forester, and Outback to the newly introduced Trailseeker and Uncharted. Customers can also count on Subaru's commitment to being More Than a Car Company®, reflected in our recognition for the fourth consecutive year on Forbes' Best Brands for Social Impact list, honoring our long-standing focus on community."

Following Forester's top-seller position, Crosstrek achieved its best April ever, selling 15,677 vehicles. Outback numbers also remained strong, with 10,552 vehicles sold. Trailseeker and Uncharted began reaching retailer locations in April, contributing to increased Subaru EV sales alongside Solterra.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Customers seeking a wide range of vehicles engineered with advanced safety features, innovative technologies, and rugged dependability continue to rely on Subaru and our retailers. In April, our retailers also helped us celebrate another year of strong results from the Subaru Share the Love® Event, supporting meaningful causes in their local communities and strengthening trust well beyond the showroom. Together, we are building on the values that truly differentiate Subaru in meaningful ways."

Carline	April-26 MTD	April-25 MTD	% Chg MTD	April-26 YTD	April-25 YTD	% Chg YTD
Ascent	3,472	3,758	-7.6%	12,647	14,837	-14.8%
BRZ	283	331	-14.5%	1,086	1,133	-4.2%
Crosstrek	15,667	14,935	4.9%	54,164	58,547	-7.5%
Forester	17,837	19,330	-7.7%	71,989	69,195	4%

Impreza	1,444	2,559	-43.6%	5,356	10,466	-48.8%
Legacy	247	1,876	-86.8%	2,035	7,676	-73.5%
Outback	10,552	11,501	-8.3%	37,626	51,435	-26.9%
Solterra	1,128	949	18.9%	4,169	4,080	2.2%
Trailseeker	406	0	0%	409	0	0%
Uncharted	519	0	0%	522	0	0%
WRX	1,178	772	52.6%	4,680	5,599	-16.4%
TOTAL	52,733	56,011	-5.9%	194,683	222,968	-12.7%

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](#).