

SUBARU OF AMERICA REPORTS FEBRUARY SALES UP 4.1 PERCENT

- February sales up 4.1 percent

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- 31 consecutive months of sales growth

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- Solterra achieves best-ever February

Camden, N.J., March 2, 2025

Subaru of America, Inc. (SOA) today reported 49,125 vehicle sales for February 2025, a 4.1 percent increase compared to February 2024 (47,189). February also marked the 31st consecutive month of month-over-month sales increases for the automaker.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “When it comes to meeting customer needs and building loyalty, Subaru retailers match the safety and reliability of our award-winning vehicles with their integrity and commitment to being More Than a Car Dealer. With the recent debut of two new hybrid vehicles, Forester and Crosstrek, we’re thrilled to expand our lineup. At the same time, we remain dedicated to the Love Promise and fostering strong relationships within our communities.”

Forester maintained its position as the top performer by volume with 14,347 vehicle sales, and Crosstrek sales followed closely behind with 12,818 vehicles sold in February. Outback sales also remained strong with 11,601 vehicles sold. In addition to these sales volume leaders, Solterra also continued to see sales growth, achieving its best February ever, up 187 percent over the previous year.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “As February sales resulted in a 31-month streak of consecutive growth, we recognize the exceptional efforts of our retailers. When customers know how to get the most out of their new vehicles, we build a stronger, lasting connection with the Subaru family that resonates long down the road.”

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CarlineÐ

Feb-25Ð

Feb-24Ð

% ChgÐ

Feb-25Ð

Feb-24Ð

% Chg

MTDÐ

MTDĐ

MTDĐ

YTDĐ

YTDĐ

YTD

AscentĐ

3,382Đ

3,791Đ

-10.8%Đ

6,495Đ

7,509Đ

-13.5%

BRZĐ

244Đ

243Đ

0.4%Đ

468Đ

493Đ

-5.1%

CrosstrekĐ

12,818Đ

12,553Đ

2.1%Đ

25,443Đ

23,878Đ

6.6%

ForesterĐ

14,347Đ

14,882Đ

-3.6%Đ

27,295Đ

27,501Đ

-0.8%

ImprezaĐ

2,429Đ

2,343Đ

3.7%Đ

4,858Đ

4,598Đ

5.7%

LegacyĐ

1,664Đ

1,248\$
33.3%\$
3,260\$
2,740\$
18.9%

Outback\$
11,601\$
10,412\$
11.4%\$
22,395\$
21,712\$
3.2%

Solterra\$
925\$
322\$
187.3%\$
1,977\$
701\$
182%

WRX\$
1,715\$
1,395\$
22.9%\$
3,288\$
2,567\$
28.1%

TOTAL\$
49,125\$
47,189\$
4.1%\$
95,479\$
91,699\$
4.1%

About Subaru of America, Inc.

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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

```
$(document).ready(function() {
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```

```
}
```

```
$('.basketselect a.lower').funcToggle('click', function() {  
$(this).parent().find('.basketpanel').slideToggle("fast").toggleClass('active');  
$(this).parent().find('.basketselect a i').removeClass("fa-caret-down");  
var modal = document.getElementById("basketpanel");  
//console.log(modal);  
setTimeout(function(){  
$('.bitem:first-child a').focus();  
trapped = trapFocus(modal); // transcript.js  
}, 10);  
}, function() {  
$(this).parent().find('.basketpanel').slideToggle("fast").toggleClass('active');  
$(this).parent().find('.basketselect a i').removeClass("fa-caret-up");  
});  
$('.basketpanel .bitem a').funcToggle('click', function() {  
$(this).parent().parent().slideToggle("fast").toggleClass('active');  
});  
});
```

Subaru U.S. Media Center

<https://subaru.pranywhere.breakwatersignal.com/newsrelease.do?id=2289>