

SUBARU OF AMERICA REPORTS JUNE SALES RESULTS

- *Best-ever June for Crosstrek*

Camden, N.J., June 30, 2025

Subaru of America, Inc. (SOA) today reported 46,515 vehicle sales for June 2025, a decrease of 15.8 percent compared with June 2024 (55,228). SOA also reported year-to-date sales of 321,775, a 0.2 percent decrease compared with the same period in 2024.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “I want to thank our Subaru retailers nationwide for their efforts in June, working hard to connect with customers and build relationships that can last for the long haul. Our retailers were also recognized last month within our annual Corporate Impact Report, highlighting how we collectively continue to prioritize quality, safety, and community impact through the Subaru Love Promise®.”

Crosstrek maintained its position as the top seller and achieved its best June ever with 15,994 vehicles sold, a 5.7 percent increase over the same month in 2024. Forester was up 2.1 percent over the previous year with 11,343 vehicles sold, and Outback sales were close behind with 10,608 vehicles sold.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Forester and Crosstrek have continued to shine through the first half of 2025, meeting customers’ needs for safety, reliability, and longevity. Subaru retailers know that with our growing lineup, they can be a trusted resource, strengthening the Subaru family.”

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CarlineÐ

June-25Ð

June-24Ð

% ChgÐ

June-25Ð

June-24Ð

% Chg

MTDÐ

MTDÐ

MTDÐ

YTDÐ

YTDÐ

YTD

AscentÐ

3,095Ð

5,020Ð

-38.4%
21,479
27,955
-23.2%

BRZ
206
243
-15.2%
1,665
1,414
17.8%

Crosstrek
15,994
15,132
5.7%
90,334
79,500
13.6%

Forester
11,343
11,108
2.1%
95,972
92,849
3.4%

Impreza
2,055
2,464
-16.6%
14,978
14,892
0.6%

Legacy
1,689
1,840
-8.2%
11,158
9,450
18.1%

Outback
10,608
16,853

-37.1%
73,257
81,703
-10.3%

Solterra
1,175
1,236
-4.9%
6,501
5,385
20.7%

WRX
350
1,332
-73.7%
6,431
9,295
-30.8%

TOTAL
46,515
55,228
-15.8%
321,775
322,443
-0.2%

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() {ð

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\$('.basketselect a.lower').funcToggle('click', function() {ð

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