

SUBARU OF AMERICA REPORTS JULY SALES UP 4.5 PERCENT

- *Best-ever July for Crosstrek*

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- *Best month ever for Solterra*

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- *Forester sales up 11.3 percent*

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- *Outback sales up 5.5 percent*

Camden, N.J., July 31, 2025

Subaru of America, Inc. (SOA) today reported 54,035 vehicle sales for July 2025, an increase of 4.5 percent compared with July 2024 (51,702), as well as year-to-date sales of 375,810.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Our dedicated retailers delivered a strong month of sales, remaining focused on what sets Subaru apart – trusted performance and a deep commitment to our communities. With initiatives like Subaru Loves Learning® kicking off this month for its fifth year, among other ongoing charitable efforts, Subaru and our retailers are continuing to build relationships and make a difference, whether it’s in the classroom or the showroom.”

Crosstrek maintained its position as the top seller for the third month in a row and achieved its best July ever with 17,628 vehicles sold, a 15.1 percent increase over the same month in 2024. Outback sales followed close behind with 14,982 vehicles sold, up 5.5 percent over July 2024, and Forester was up 11.3 percent over the previous year, with 11,886 vehicles sold. Both Solterra and Legacy also saw positive sales growth, with Solterra reaching its best month ever, up 23.9 percent over July 2024. SOA also reported year-to-date sales of 375,810, a 0.5 percent increase compared with the same period in 2024.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Another standout month for Crosstrek, Forester, and Outback proves that drivers continue to turn to Subaru for vehicles that are safe, affordable, and built to last. As our lineup expands with exciting new models, including gas, hybrid, and electric offerings, we are reinforcing the trust that customers place in Subaru and our retailers every day, delivering dependable options that meet their needs.”

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CarlineÐ

July-25Ð

July-24Ð

% ChgÐ

July-25Đ
July-24Đ
% Chg

MTDĐ
MTDĐ
MTDĐ
YTDĐ
YTDĐ
YTD

AscentĐ
3,007Đ
4,220Đ
-28.7%Đ
24,486Đ
32,175Đ
-23.9%

BRZĐ
222Đ
271Đ
-18.1%Đ
1,887Đ
1,685Đ
11.9%

CrosstrekĐ
17,628Đ
15,318Đ
15.1%Đ
107,962Đ
94,818Đ
13.9%

ForesterĐ
11,886Đ
10,682Đ
11.3%Đ
107,858Đ
103,531Đ
4.2%

ImprezaĐ
2,373Đ
2,578Đ
-7.9%Đ
17,351Đ

17,470\$
-0.7%

Legacy\$
1,918\$
1,799\$
6.6%\$
13,076\$
11,249\$
16.2%

Outback\$
14,982\$
14,204\$
5.5%\$
88,239\$
95,907\$
-8%

Solterra\$
1,562\$
1,261\$
23.9%\$
8,063\$
6,646\$
21.3%

WRX\$
457\$
1,369\$
-66.6%\$
6,888\$
10,664\$
-35.4%

TOTAL\$
54,035\$
51,702\$
4.5%\$
375,810\$
374,145\$
0.5%

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');  
});  
});
```