

SUBARU OF AMERICA REPORTS SEPTEMBER 2025 SALES

- Crosstrek maintains top seller position for fifth month in a row

Camden, N.J., September 30, 2025

Subaru of America, Inc. (SOA) today reported 46,007 vehicle sales for September 2025 and year-to-date sales of 483,037, a 2.1 percent decrease.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "As always, we appreciate the steadfast efforts of our retailers, whose responsive service and community involvement continue to set Subaru apart. Looking ahead, as several new models arrive in showrooms, many retailers will also be celebrating Subaru Loves Pets® by hosting local pet adoption events, reinforcing our commitment to enriching the lives of our customers and their families."

In September, Crosstrek remained the top seller for the fifth month in a row with 14,321 vehicles sold. Outback sales followed with 12,406 vehicles sold, and Forester sold 10,954 vehicles.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Crosstrek remained a favorite for customers nationwide this month, and there's growing excitement for our newest vehicles, including the versatile 2026 Crosstrek Hybrid, redesigned 2026 Solterra EV, and new 2026 Forester Wilderness. With an even wider range of vehicles arriving soon, our retailers are ready to guide every customer to their perfect vehicle, offering unmatched quality, value, and performance."

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CarlineÐ

Sep-25Ð

Sep-24Ð

% ChgÐ

Sep-25Ð

Sep-24Ð

% Chg

MTDÐ

MTDÐ

MTDÐ

YTDÐ

YTDÐ

YTD

AscentÐ

3,073Ð

5,809Ð

-47.1%Ð

31,316Đ
42,614Đ
-26.5%

BRZĐ
177Đ
291Đ
-39.2%Đ
2,284Đ
2,323Đ
-1.7%

CrosstrekĐ
14,321Đ
16,633Đ
-13.9%Đ
142,725Đ
131,847Đ
8.3%

ForesterĐ
10,954Đ
13,111Đ
-16.5%Đ
133,037Đ
130,098Đ
2.3%

ImprezaĐ
2,109Đ
2,437Đ
-13.5%Đ
22,104Đ
23,073Đ
-4.2%

LegacyĐ
1,884Đ
1,739Đ
8.3%Đ
17,047Đ
14,642Đ
16.4%

OutbackĐ
12,406Đ
13,991Đ
-11.3%Đ

116,413Đ
126,333Đ
-7.9%

SolterraĐ
443Đ
1,074Đ
-58.8%Đ
9,972Đ
9,137Đ
9.1%

WRXĐ
640Đ
1,329Đ
-51.8%Đ
8,139Đ
13,545Đ
-39.9%

TOTALĐ
46,007Đ
56,414Đ
-18.5%Đ
483,037Đ
493,612Đ
-2.1%

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() {Đ

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

\$(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
});
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