

SUBARU OF AMERICA REPORTS FEBRUARY 2026 SALES

- Best-ever February for Forester

Camden, N.J., March 2, 2026

Subaru of America, Inc. (SOA) today reported 45,113 vehicle sales for February 2026, an 8.2 percent decrease. With a short selling month and severe storms impacting key, high-volume markets, February still proved to be a record high for the Subaru Forester. The model achieved its best February ever with 17,919 vehicles sold, up 24.9 percent over the previous year.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Subaru and our retailers remain focused on earning customer trust with the safest, longest lasting, and most affordable vehicles available on the market today. Our versatile lineup is designed to meet a wide range of budgets and needs – from daily commutes, to carpools, to weekends spent accessing the outdoors. With that combination of value and dependability, we’re well-positioned to build momentum in the months ahead.”

Following Forester's top-seller position in February, Crosstrek ranked second with 11,480 vehicles sold, and Outback sold 8,787 vehicles as all-new 2026 Outback models continue to arrive at retailer locations nationwide.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Even as winter storms swept across the country, Subaru retailers were there to match drivers with the vehicles they trust – backed by a customer experience that truly stands out. Our growing portfolio of gas, hybrid, and electric models delivers the safety, reliability, and versatility that Subaru is known for, along with the performance and value today’s drivers expect.”

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CarlineÐ

Feb-26Ð

Feb-25Ð

% ChgÐ

Feb-26Ð

Feb-25Ð

% Chg

MTDÐ

MTDÐ

MTDÐ

YTDÐ

YTDÐ

YTD

AscentĐ
3,034Đ
3,382Đ
-10.3%Đ
5,851Đ
6,495Đ
-9.9%

BRZĐ
277Đ
244Đ
13.5%Đ
515Đ
468Đ
10%

CrosstrekĐ
11,480Đ
12,818Đ
-10.4%Đ
22,776Đ
25,443Đ
-10.5%

ForesterĐ
17,919Đ
14,347Đ
24.9%Đ
33,740Đ
27,295Đ
23.6%

ImprezaĐ
1,258Đ
2,429Đ
-48.2%Đ
2,414Đ
4,858Đ
-50.3%

LegacyĐ
607Đ
1,664Đ
-63.5%Đ
1,370Đ
3,260Đ
-57.9%

Outback

8,787

11,601

-24.3%

17,070

22,395

-23.8%

Solterra

733

925

-20.8%

1,305

1,977

-33.9%

WRX

1,018

1,715

-40.6%

2,229

3,288

-32.2%

TOTAL

45,113

49,125

-8.2%

87,270

95,479

-8.6%

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

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

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

<https://subaru.pranywhere.breakwatersignal.com/newsrelease.do?id=2429>