

SUBARU OF AMERICA REPORTS MARCH 2026 SALES

- Forester remains top-seller for third month in a row

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- Best month ever for electric vehicle sales

Camden, N.J., April 1, 2026

Subaru of America, Inc. (SOA) today reported 54,674 vehicle sales for March 2026, a 23.5 percent decrease which can be attributed to last year’s record-breaking pull-ahead sales. Forester sales remained strong, making it the volume leader for the third month in a row and increasing the model’s sales over February by reaching 20,412 vehicles sold. Solterra also made a mark, achieving its best month ever with 1,736 vehicles sold.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “This March, Subaru and our retailers continued to deliver the affordable, safe, and versatile vehicles that customers count on. Although results did not reach last year’s all-time record sales due to the March 2025 sales pull-ahead, this month highlighted the steady demand, led by our top-selling assembled-in-America Subaru Forester, and marked the best-ever month for the Solterra EV. We are confident that our growing lineup of gas, hybrid, and electric vehicles will contribute to our long-term momentum.”

Following Forester’s top-seller position in March, Crosstrek and Outback numbers also increased over February, ranking second and third with 15,721 and 10,004 vehicles sold, respectively. Beginning next month, Subaru EV sales reporting will include Trailseeker and Uncharted, joining Solterra as those two new models reach retailer locations.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Subaru retailers remain focused on delivering a seamless experience that builds lasting trust with our customers. From showroom to service, our teams are committed to connecting drivers with vehicles known for their longevity, capability, safety, and value. With all-new additions like our all-electric family-focused Getaway SUV and adventure-ready Subaru Forester Wilderness Hybrid coming to retailer locations soon, we are ready to meet customer needs with consistency and care.”

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CarlineÐ

March-26Ð

March-25Ð

% ChgÐ

March-26Ð

March-25Ð

% Chg

MTDÐ

MTDÐ

MTDĐ

YTDĐ

YTDĐ

YTD

AscentĐ

3,324Đ

4,584Đ

-27.5%Đ

9,175Đ

11,079Đ

-17.2%

BRZĐ

288Đ

334Đ

-13.8%Đ

803Đ

802Đ

0.1%

CrosstrekĐ

15,721Đ

18,169Đ

-13.5%Đ

38,497Đ

43,612Đ

-11.7%

ForesterĐ

20,412Đ

22,570Đ

-9.6%Đ

54,152Đ

49,865Đ

8.6%

ImprezaĐ

1,498Đ

3,049Đ

-50.9%Đ

3,912Đ

7,907Đ

-50.5%

LegacyĐ

418Đ

2,540Đ

-83.5%
1,788
5,800
-69.2%

Outback
10,004
17,539
-42.9%
27,074
39,934
-32.2%

Solterra
1,736
1,154
50.4%
3,041
3,131
-2.9%

WRX
1,273
1,539
-17.3%
3,502
4,827
-27.5%

TOTAL
54,674
71,478
-23.5%
141,944
166,957
-14.9%

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

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$(document).ready(function() {
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}
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$('.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');  
});  
});
```