

SUBARU OF AMERICA REPORTS MAY 2026 SALES UP 10.4 PERCENT

- Forester remains top seller for fifth consecutive month

Ð

- Best May ever for Crosstrek

Ð

- Best month ever for hybrid and electric vehicle sales

Camden, N.J., June 2, 2026

Subaru of America, Inc. (SOA) today reported 57,748 vehicle sales for May 2026, a 10.4 percent increase compared to the previous year. Forester sales remained strong, making it the volume leader for the fifth month in a row, and the Subaru family of hybrid and electric vehicles also made a growing contribution to sales, accounting for nearly 25 percent of vehicles sold.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Subaru retailers continued to build momentum in May, guiding customers toward vehicles that deliver the affordability, reliability, safety, and capability they value most. As we head into the summer road trip season, demand is strengthening across our lineup, reflecting the trust customers place in our vehicles. From our versatile gas, hybrid, and growing portfolio of EVs, Subaru is helping drivers explore more with the people that matter most to them.”

Following Forester's top-seller position with 19,577 vehicles sold, Crosstrek achieved its best May ever, selling 17,409 vehicles, and Outback numbers continued to grow with 11,258 vehicles sold. Hybrid models of Crosstrek and Forester combined for the best-ever month of hybrid sales, and Trailseeker and Uncharted contributed to another best-ever month of Subaru EV sales, with Uncharted reaching 1,270 vehicles sold in just its second month of sales.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Our retailers built strong connections with customers last month, helping more drivers find vehicles that fit their lifestyles, budgets, and everyday needs. We saw continued strength from Forester, and record performance from Crosstrek and from our electric vehicle lineup, driven by the success of Uncharted and Trailseeker. Together with our retailers, we remain focused on delivering vehicles that meet customers' needs today while inspiring confidence for the road ahead.”

Ð

Ð

Ð

•

Ð

CarlineÐ

May-26Ð

May-25Ð

% ChgÐ

May-26Ð

May-25Đ
% Chg

MTDĐ
MTDĐ
MTDĐ
YTDĐ
YTDĐ
YTD

AscentĐ
3,293Đ
3,547Đ
-7.2%Đ
15,940Đ
18,384Đ
-13.3%

BRZĐ
255Đ
326Đ
-21.8%Đ
1,341Đ
1,459Đ
-8.1%

CrosstrekĐ
17,409Đ
15,793Đ
10.2%Đ
71,573Đ
74,340Đ
-3.7%

ForesterĐ
19,577Đ
15,434Đ
26.8%Đ
91,566Đ
84,629Đ
8.2%

ImprezaĐ
1,577Đ
2,457Đ
-35.8%Đ
6,933Đ
12,923Đ

-46.4%

Legacy

90

1,793

-94.9%

2,125

9,469

-77.6%

Outback

11,258

11,214

0.4%

48,884

62,649

-21.9%

Solterra

750

1,246

-39.8%

4,919

5,326

-7.6%

Trailseeker

1,074

0

0%

1,483

0

0%

Uncharted

1,270

0

0%

1,792

0

0%

WRX

1,195

482

147.9%

5,875

6,081

-3.4%

TOTAL\$

57,748\$

52,292\$

10.4%\$

252,431\$

275,260\$

-8.3%

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() {\$

•

\$

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