

SUBARU CROSSTREK PRICING HOLDS STEADY AT \$26,995 MSRP FOR 2027 MODEL YEAR

- Upgraded 2.5-liter SUBARU BOXER® engine standard on entry-level Crosstrek

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- Subaru Symmetrical All-Wheel Drive standard across all trim levels

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- Sport trim offered exclusively on Subaru Crosstrek Hybrid

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- Available at retailers nationwide later this fall

Camden, N.J., July 9, 2026

Subaru of America, Inc. today announced pricing for the 2027 Subaru Crosstrek and Crosstrek Hybrid SUVs. Starting at \$26,995 MSRP, the award-winning SUV lineup delivers the same impressive capability, range, and convenience, with no increase in price from the previous model year.

“The Crosstrek has earned its place as one of Subaru’s most popular vehicles with its capability, safety, versatility — and affordability,” said Jeff Walters, President and COO of Subaru of America, Inc. “We’re proud to offer the 2027 Subaru Crosstrek at the same \$26,995 MSRP starting price as last year, reinforcing our commitment to providing exceptional value.”

The 2027 Subaru Crosstrek is available in Base, Premium, Sport Hybrid, Limited, Limited Hybrid, and Wilderness trim levels. Last year’s gas-only Crosstrek Sport trim level has been discontinued. New for 2027, Ignition Red replaces Pure Red and Lithium Red Pearl on the Crosstrek Limited Hybrid, while Tidepool Teal Pearl premium paint replaces Alpine Green for the new model year.

All 2027 Subaru Crosstrek models are powered by a SUBARU BOXER® engine paired to a Lineartronic® CVT (Continuously Variable Transmission) and Subaru Symmetrical All-Wheel Drive. On Base, Premium, Limited, and Wilderness trim levels, the gas-only engine makes 180 horsepower and 178 pound-feet of torque. On Sport Hybrid and Limited Hybrid models, a next-generation Subaru series-parallel hybrid powertrain pairs a 2.5-liter SUBARU BOXER® engine and powerful electric motors to produce 194 horsepower combined and an EPA-estimated range of 598 miles on a single tank of fuel.

Regardless of powertrain, the 2027 Subaru Crosstrek features seating for up to five with up to 19.9 cubic feet of cargo capacity with the rear seatbacks upright. With the rear seats folded, the Crosstrek holds more than 50 cubic feet of cargo.

Every trim level comes standard with Subaru’s award-winning EyeSight® Driver Assist Technology, including pre-collision braking, lane departure warning, lane keep assist, and advanced adaptive cruise control with lane centering. On trim levels with blind-spot detection and rear cross-traffic alert, automatic emergency steering is added to help prevent forward crashes at speeds slower than 50 mph.

2027 Subaru Crosstrek

Starting at \$26,995 MSRP, the 2027 Subaru Crosstrek packs a wide range of standard features including legendary Subaru Symmetrical All-Wheel Drive, X-MODE®; Dual-Mode System with Hill Descent Control, 8.7 inches of ground clearance, and more.

Inside, the cabin features a standard Subaru dual 7.0-inch Multimedia System with USB-based Apple CarPlay®; and Android Auto™; compatibility, Bluetooth®; hands-free phone and audio streaming connectivity, AM/FM stereo, Rear Vision Camera, SiriusXM, and HD Radio®;. Gray cloth upholstery is standard on the 2027 Subaru Crosstrek Base trim level.

Additional standard features on the 2027 Subaru Crosstrek include an Auto Stop-Start System, a remote keyless entry system, a security system with engine immobilizer, an illuminated USB-A input/charge port, and a 60/40-split folding rear seat. Keyless Access with Push-Button Start, Auto Vehicle Shut Down, Steering Responsive LED Headlights, and SI-DRIVE engine performance management are included equipment as well.

The 2027 Subaru Crosstrek rides on 17-inch aluminum-alloy wheels in dark gray finish and is equipped with a Tire Pressure Monitoring System with individual tire display and automatic individual wheel ID registration. A spare tire and tool kit are also included underneath the cargo area floor.

2027 Subaru Crosstrek Premium

Starting at \$27,995 MSRP, the 2027 Subaru Crosstrek Premium adds a Subaru 11.6-inch Multimedia Plus system with six speakers, SiriusXM with 360L®; (4-month free trial), and wireless Apple CarPlay®; and Android Auto™; compatibility. On the front and rear center consoles are USB-A and USB-C input/charging ports, raised ladder-type roof rails, and LED fog lights.

For an additional \$2,245 MSRP, the 2027 Subaru Crosstrek Premium offers an option package that includes blind-spot detection with rear cross-traffic alert, an All-Weather Package (heated front seats, windshield wiper de-icer, heated exterior mirrors), automatic emergency steering, 10-way power-adjustable driver's seat (includes 2-way power lumbar), and power moonroof.

2027 Subaru Crosstrek Limited

Building on the long list of impressive equipment found on the Crosstrek Premium trim level, the 2027 Subaru Crosstrek Limited adds more convenience features for \$32,995 MSRP. Those features include blind-spot detection with rear-cross traffic alert, Emergency Lane Keep Assist, Automatic Emergency Steering, reverse automatic braking, DriverFocus®; Distraction Mitigation System, and EyeSight®; Assist Monitor, helping drivers stay alert on the road.

Inside, the 2027 Subaru Crosstrek Limited adds black or gray perforated leather-appointed seats and upholstery with orange contrast stitching, including shift lever cover, center console storage lid, and door armrest, instrument panel trim, and heated steering wheel. Outside, the 2027 Subaru Crosstrek Limited rides on 18-inch dark gray aluminum-alloy wheels with a machine finish and adds exterior mirrors with integrated turn signals.

An option package adds a power moonroof and a 10-speaker Harman Kardon®; speaker system for \$1,795 MSRP.

2027 Subaru Crosstrek Wilderness

The 2027 Subaru Crosstrek Wilderness adds go-anywhere capability starting at \$33,795 MSRP. It is equipped with taller front and rear suspension components to increase ground clearance to 9.3 inches, an uprated transmission oil cooler to increase towing capacity to 3,500 pounds, underbody protection, and all-terrain Yokohama GEOLANDAR® tires with Wilderness-exclusive 17-inch matte black wheels.

The exterior features Subaru's signature Wilderness styling with anodized copper-finish accents, exclusive front and rear bumpers, wheel arch cladding, upgraded Steering Responsive LED Headlights, and a matte-black hood decal.

Inside the cabin, the 2027 Crosstrek Wilderness features Subaru StarTex® upholstery with the Wilderness logo embossed on the front headrests. Copper-colored contrast stitching comes standard, paired with a leather-wrapped heated steering wheel, dash panel, and center shifter.

Available for \$2,270 MSRP, an option package includes a 10-way power-adjustable driver's seat with 2-way lumbar support, a 10-speaker Harman Kardon® speaker system with a 432-watt equivalent amplifier, and a power moonroof.

2027 Subaru Crosstrek Sport Hybrid

Powered by a next-generation Subaru hybrid powertrain, the 2027 Subaru Crosstrek Sport Hybrid includes an 11.6-inch Subaru Multimedia Plus System with Navigation, a 12.3-inch full digital display cluster, and hybrid-exclusive 18-inch aluminum-alloy wheels for \$33,995 MSRP.

The 2027 Subaru Crosstrek Sport Hybrid is equipped with blind-spot detection with rear cross-traffic alert, an All-Weather Package, Automatic Emergency Steering, and Emergency Lane Keep Assist. Inside, the Sport Hybrid features Sport Cloth upholstery with yellow stitching, a 10-way power-adjustable driver's seat with 2-way lumbar support, retractable cargo cover, a wireless smartphone charger, power moonroof, and a leather-wrapped steering wheel and shift knob.

2027 Subaru Crosstrek Limited Hybrid

Priced at \$35,995 MSRP, the 2027 Subaru Crosstrek Limited Hybrid combines the well-appointed comfort of the Crosstrek Limited with Subaru's series-parallel hybrid powertrain. At the front of the cabin, an 11.6-inch Subaru Multimedia Plus System with Navigation is paired with a 12.3-inch full digital instrument cluster.

The Crosstrek Limited Hybrid features perforated gray StarTex® upholstery with orange stitching, a Harman Kardon® 10-speaker audio system with a 432-watt equivalent amplifier, and exclusive 18-inch aluminum-alloy wheels with a dark gray machine finish. New for this model year, a power moonroof is standard on the Crosstrek Limited Hybrid.

New for 2027, Sapphire Blue Pearl is available and exclusive to hybrid models only. Sand Dune Pearl and Citron Yellow Pearl are premium paint colors offered exclusively on hybrid trim levels for \$395 MSRP.

Subaru Crosstrek Hybrid models are assembled in Gunma, Japan, while the rest of the Crosstrek lineup is assembled at Subaru of Indiana Automotive, Inc., in Lafayette, Indiana.

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2027 Subaru Crosstrek Pricing

TrimÐ

Applicable OptionsÐ

MSRP

CrosstrekÐ

03Ð

\$26,995

Crosstrek PremiumÐ

13, 14Ð

\$27,995

Crosstrek Sport HybridÐ

26Ð

\$33,995

Crosstrek LimitedÐ

31, 32Ð

\$32,995

Crosstrek Limited HybridÐ

36Ð

\$35,995

Crosstrek WildernessÐ

21, 23Ð

\$33,795

2027 Subaru Crosstrek Options Packages

CodeÐ

DescriptionÐ

MSRP

03, 13, 26, 31, 36, 21Ð

Standard ModelÐ

NA

14Ð

Blind-Spot Detection/Rear Cross-Traffic Alert, All-Weather Package, Power Driver Seat, Power

MoonroofÐ

\$2,245

23Ð

Harman Kardon® Speaker System, Power Moonroof, Power Driver SeatÐ

\$2,270

32

Harman Kardon®; Speaker System, Power Moonroof
\$1,795

2027 Subaru Crosstrek Paint Options

Standard paint
NA

Premium Paint (Citron Yellow Pearl, Tidepool Teal Pearl, Sand Dune Pearl, Daybreak Blue Pearl)
\$395

MSRP does not include tax, title, registration or optional \$395 premium paint (Sand Dune Pearl, Citron Yellow Pearl, Tidepool Teal Pearl, Daybreak Blue Pearl). Destination & Delivery is \$1,475 for Crosstrek and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,625 for retailers in Alaska.

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

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$(this).parent().find('.basketselect a i').removeClass("fa-caret-down");  
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//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");  
});  
$('.basketpanel .bitem a').funcToggle('click', function() {
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$(this).parent().parent().slideToggle("fast").toggleClass('active');  
});  
});
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