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## **SUBARU ANNOUNCES PRICING ON 2026 SUBARU FORESTER SUV**

- New 2026 Subaru Forester Wilderness debuts, the most rugged Forester yet
- Sixth generation of bestselling SUV offers most advanced features, improved ride quality without sacrificing handling or capability across the lineup
- Latest-generation EyeSight® Driver Assist Technology standard on all trims
- Emergency Lane Keep Assist now available on all models equipped with Blind-Spot Detection and Rear Cross-Traffic Alert
- Starting price of \$29,995 MSRP, no increase from previous year
- Arrives in retailers this fall

**August 28, 2025, Camden, N.J.** — Subaru of America, Inc. today announced pricing on the 2026 Subaru Forester SUV arriving at Subaru retailers this fall. The sixth-generation Forester continues to build on its successful debut last year, and is joined by the new 2026 Subaru Forester Wilderness, the most rugged Forester Wilderness yet. The sixth-generation Forester SUV starts at \$29,995 MSRP.

The 2026 Subaru Forester is available in six trim levels: Base, Premium, Sport, Limited, Touring, and Wilderness. All are equipped with Subaru Symmetrical All-Wheel Drive and the latest generation of award-winning Subaru EyeSight® Driver Assist Technology. The Forester's standard 8.7 inches of ground clearance gives the SUV impressive capability, while an available Subaru 11.6-inch Multimedia Plus System with wireless Apple CarPlay® and Android Auto™ compatibility offers added comfort and convenience. The new 2026 Subaru Forester Wilderness features an impressive 9.3 inches of ground clearance – taller than its predecessor – and offers true off-road capabilities thanks to key upgrades to take adventure further beyond the trail.

The Subaru Forester and Forester Wilderness are powered by a revised 2.5-liter SUBARU BOXER® engine that makes 180 horsepower and 178 pound-feet of torque available at a lower RPM for responsiveness, compared to the previous generation of Forester. All Foresters utilize a Lineartronic® Continuously Variable Transmission (CVT).

The new 2026 Subaru Forester Wilderness uses a revised Lineartronic® Continuously Variable Transmission (CVT) with a shorter final drive ratio for better low-speed off-road capability paired with advanced X-MODE® Dual Mode System with Snow/Dirt and Deep Snow/Mud modes for added confidence. A revised Subaru Symmetrical All-Wheel Drive system, shared with the sixth-generation Forester, offers faster center differential lockup and reduced wheelspin when off-roading, and incorporates steering angle data for better stability at turn-in and cornering on higher-speed roads. The 2026 Subaru Forester Wilderness is equipped with standard 235mm all-terrain tires, wider than the outgoing generation, for more confidence off-road. All 2026 Foresters utilize the Subaru Global Platform, which has been strengthened to deliver 10% stiffer torsional rigidity compared to the previous generation Subaru Forester.

The new 2026 Subaru Forester Wilderness also offers improved approach, departure, and breakover angles, compared to the rest of the sixth-generation Forester lineup. The approach angle has been extended to 23.5 degrees compared to 19 degrees; ramp breakover improves up to 21 degrees compared to 19.6 degrees; and the departure angle edges up to 25.5 degrees compared to 24.6 degrees. An updated transmission cooler offers an increased towing capacity of 3,500 pounds, the highest towing capacity ever offered on a Subaru Forester.

Standard on every 2026 Forester, the latest version of EyeSight® is designed to operate more smoothly and quickly, and in a broader range of conditions. That is due in part to a wider field of view, updated control software, and the addition of an electric brake booster. EyeSight® can identify cyclists and pedestrians at intersections sooner and, when necessary, alert the driver and apply braking to avoid collisions. Additional available safety features include Reverse Automatic Braking, Blind-Spot Detection with Rear Cross-Traffic Alert, Automatic Emergency Steering, and Emergency Lane Keep Assist.

Emergency Stop Assist with Safe Lane Selection can stop the SUV if it detects an unresponsive driver when the Advanced Adaptive Cruise Control is active. The system will stop the SUV, activate hazard lights, and unlock the doors. Subaru Connected Services can then call emergency services for help.

All 2026 Foresters have a Rear Seat Reminder that can alert drivers to check the rear seat for occupants or pets to prevent trapping them alone in the vehicle.

Automatic Emergency Steering and Emergency Lane Keep Assist are equipped on all models with Blind-Spot Detection and Rear Cross-Traffic Alert. Automatic Emergency Steering can help drivers avoid collisions with objects within their lane of travel at speeds of 50 mph or slower, while Emergency Lane Keep Assist works with EyeSight® and Blind-Spot Detection to assist with steering control depending on traffic in adjacent lanes to help avoid crashes when merging at speeds between approximately 37 and 90 mph. An available Surround-View Monitor offers a bird's-eye view of the vehicle and its surroundings to better maneuver the Forester into parking spaces.

### **2026 Subaru Forester**

The 2026 Subaru Forester SUV is well-equipped with impressive standard features, including Subaru Symmetrical All-Wheel Drive, for \$29,995 MSRP. Those features include 17-inch alloy wheels with machine finish, Advanced Adaptive Cruise Control with Lane Centering, Steering Responsive LED headlights, dual-zone automatic climate control, roof rails, and SI-DRIVE Engine Performance Management.

Subaru dual 7.0-inch Multimedia System touchscreens handle infotainment duties with USB-based Apple CarPlay® and Android Auto™ compatibility, Bluetooth® hands-free phone and audio streaming, AM/FM radio, Rear-Vision Camera, illuminated USB-A charge port, SiriusXM and SiriusXM Travel Link® (4-month free trial of SXM Platinum Plan included), and HD Radio®.

Additional standard features include Auto Vehicle Hold, dual-pinion electric power-assisted steering, electronic parking brake, body-color exterior door handles, revised cupholders, auto on/off headlights, Incline Start Assist, power windows, 60/40-split folding rear seats, remote keyless entry system, tire pressure monitoring system with individual wheel pressure display, cloth upholstery with blue contrast stitching, Welcome Lighting and more. A revised front center console offers a new cupholder design for wide, 32-ounce water bottles; a new forward storage area for personal items and phones; a new, more compact shifter design for better ergonomics; a larger center armrest; and greater storage capacity in the center console.

### **2026 Subaru Forester Premium**

Starting from the Forester's impressive roster of standard equipment, the 2026 Subaru Forester Premium goes further with added comfort and convenience features for \$33,385 MSRP. The Forester Premium adds a Subaru 11.6-inch Multimedia Plus System touchscreen with wireless Apple CarPlay® and Android Auto compatibility, Bluetooth® hands-free phone and audio streaming, SiriusXM with 360L and Travel Link® (4-month free trial of SXM Platinum Plan included), wireless charging, dual USB-A and USB-C charge ports, Wi-Fi hotspot (subscription required after initial trial), AM/FM radio, and HD Radio®.

A 10-way power-adjustable driver's seat, panoramic power moonroof, rear USB-A and USB-C charge ports, reclining rear seatback, leather-wrapped steering wheel, and all-weather package including heated front seats, heated exterior mirrors, and windshield wiper deicer improve interior comfort. Standard X-MODE® with Hill Descent Control increases capability off-road and in slippery conditions.

An options package for Forester Premium adds a hands-free power rear liftgate, Automatic Emergency Steering, Blind-Spot Detection with Rear Cross-Traffic Alert, and Emergency Lane Keep Assist for \$1,200 MSRP.

### **2026 Subaru Forester Sport**

With unique styling elements and exceptional curb appeal, the 2026 Subaru Forester Sport stands out as a stylish SUV for \$36,105 MSRP to start. The Forester Sport adds 19-inch alloy wheels with a bronze finish, a gloss black front grille, a rear "Sport" badge with a bronze finish, low-profile roof rails, and chrome and bronze side badges. Inside, the Forester Sport adds gray StarTex® upholstery with brown stitching, dark gray dash panel, leather-wrapped steering wheel, and a unique bronze steering wheel insert.

To further support drivers, the Forester Sport upgrades to X-MODE® Dual Mode System with Hill Descent Control, Blind-Spot Detection with Rear Cross-Traffic Alert, Automatic Emergency Steering, Emergency Lane Keep Assist, and 8-speed manual shift mode with steering wheel-mounted paddle shifters. In addition to the enhanced styling, the Forester Sport delivers sharper handling with a re-tuned suspension that delivers improved driving stability while retaining ride comfort.

A \$1,700 MSRP options package adds to Forester Sport a Harman Kardon® speaker system with a 576-watt equivalent amp and 11 speakers, hands-free power rear gate, Reverse Automatic Braking, and SI-Drive Engine Performance Management (Intelligent and Sport Sharp modes).

### **2026 Subaru Forester Limited**

The 2026 Forester Limited adds more creature comforts inside, including leather-trimmed upholstery and driver assistance features for \$37,695 MSRP. Building on features found in the Premium trim level, the Forester Limited adds 18-inch alloy wheels, an 8-way power-adjustable passenger seat, perforated leather-trimmed upholstery with blue contrast stitching, X-MODE® Dual Mode System, hands-free power rear gate, and a heated, leather-wrapped steering wheel. The Forester Limited also adds Automatic Emergency Steering, Blind-Spot Detection with Rear Cross-Traffic Alert, and Emergency Lane Keep Assist.

An options package for the Forester Limited adds a Harman Kardon® speaker system with 576-watt equivalent amp and 11 speakers, Subaru 11.6-inch Multimedia System with Navigation, and Reverse Automatic Braking for \$1,600 MSRP.

### **2026 Subaru Forester Touring**

On top of the 2026 Forester lineup, the Touring trim level adds exceptional equipment for comfort and style for \$41,595 MSRP. The Forester Touring rides atop 19-inch alloy wheels and adds a luxury touch with a 360-Degree Surround View Monitor, two-position memory driver's seat and exterior mirrors, heated and ventilated front seats, heated rear outboard seats, low-profile roof rails, smart rearview mirror, rear chrome and black badging, and Black or Saddle Brown perforated leather-trimmed upholstery with Ultrasuede® bolsters.

The Forester Touring also adds a Subaru 11.6-inch Multimedia System with Navigation, Harman Kardon® speaker system with a 576-watt equivalent amp and 11 speakers, DriverFocus® Driver Monitoring System, and Reverse Automatic Braking.

### **2026 Forester Wilderness**

The new 2026 Forester Wilderness is the most rugged Forester yet, with a starting price of \$38,385 MSRP.

The Forester Wilderness maintains its unique front fascia with a hexagonal front grille and hexagonal LED fog lights, as well as a useful anti-glare hood decal in matte black to diffuse direct sunlight on the trails. It rides on 17-inch matte black wheels wrapped with all-terrain tires and includes a full-size spare wheel with 225mm all-terrain tire. Anodized copper-finish exterior accents, including on the front and rear bumper tow hook covers and roof rails, visually communicate the uprated capability of the new Subaru Forester Wilderness.

Inside, water-resistant gray StarTex® seating surfaces with copper stitching with the Wilderness logo embossed on the front headrests, all-weather mats, and a cargo tray are well-prepared for muddy feet and gear with easy-clean surfaces.

The 2026 Forester Wilderness includes X-MODE® Dual Mode System with Hill Descent Control, 9.3 inches of ground clearance, front view monitor, Wilderness-tuned suspension, and rear differential temperature sensor for more confidence off-road.

The Forester Wilderness offers an option package with a Subaru 11.6-inch Multimedia System with Navigation, Harman Kardon® speaker system with a 576-watt equivalent amp and 11 speakers, new 12.3-inch digital gauge cluster, and power rear gate for \$2,200 MSRP.

All 2026 Subaru Forester models are assembled at Subaru of Indiana Automotive in Lafayette, Indiana, along with Ascent and Crosstrek.

<b>2026 Subaru Forester</b>				
<b>Model/Trim</b>	<b>Transmission</b>	<b>Applicable Option</b>	<b>MSRP</b>	<b>MSRP plus Destination and Delivery (\$1,450<sup>1</sup>)</b>
Forester	CVT	01	\$29,995	\$31,445
Forester Premium	CVT	11	\$33,385	\$34,835
Forester Premium	CVT	15	\$34,585	\$36,035
Forester Sport	CVT	21	\$36,105	\$37,555
Forester Sport	CVT	24	\$37,805	\$39,255
Forester Wilderness	CVT	31	\$38,385	\$39,835
Forester Wilderness	CVT	33	\$40,585	\$42,035
Forester Limited	CVT	41	\$37,695	\$39,145
Forester Limited	CVT	42	\$39,295	\$40,745
Forester Touring	CVT	51	\$41,595	\$43,045

<b>2026 Forester Option Packages</b>		
<b>Forester</b>		
01	Standard Model	N/A
<b>Forester Premium</b>		
11	Standard Model	N/A
15	Power Rear Gate, Blind-Spot Detection/Rear Cross-Traffic Alert, Automatic Emergency Steering, Emergency Lane Keep Assist	\$1,200
<b>Forester Sport</b>		
21	Standard Model	N/A

24	Harman Kardon® Speaker System Power Rear Gate, Reverse Automatic Braking, SI-Drive Engine Performance Management (I and S modes)	\$1,700
<b>Forester Wilderness</b>		
31	Standard Model	N/A
33	Harman Kardon® Speaker System, Navigation, Power Rear Gate, Digital Gauge Cluster	\$2,200
<b>Forester Limited</b>		
41	Standard Model	N/A
42	Harman Kardon® Speaker System, Navigation, Reverse Automatic Braking	\$1,600
<b>Forester Touring</b>		
51	Standard Model	N/A
<b>Forester Paint Options</b>		
Premium Paint (River Rock Pearl, Daybreak Blue Pearl)		\$395

<sup>1</sup> Destination & Delivery (D&D) of \$1,450 includes handling & inland freight charges to the retailer's location and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI, & VT. D&D to AK is \$1,600.

### 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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

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