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SUBARU FOCUSES ON AFFORDABILITY WITH 2027 SUBARU FORESTER PRICING, ADDS NEW 2027 FORESTER WILDERNESS HYBRID

- Subaru holds starting price for 2027 Forester and 2027 Forester Hybrid at \$29,995 MSRP and \$34,730 MSRP, respectively
- Most Forester models carry over 2026 pricing
- New 2027 Subaru Forester Wilderness Hybrid combines rugged Wilderness capability with fuel-efficient powertrain

SEPTEMBER 17, 2026, Camden, N.J., – Subaru of America, Inc. today announced pricing for its 2027 Subaru Forester and Forester Hybrid SUVs, including the new 2027 Subaru Forester Wilderness Hybrid. The 2027 Subaru Forester starts at \$29,995 MSRP, the same as the outgoing model year, and will arrive at retailers nationwide later this fall. Nearly all trims of the Subaru Forester return for 2027 with pricing identical to that of the 2026 models, affirming Subaru's commitment to providing affordable, capable, and safety-first new vehicles to shoppers.

The 2027 Subaru Forester is available in four trim levels: Base, Premium, Wilderness, and Limited, while the 2027 Subaru Forester Hybrid will be available in five trim levels: Premium Hybrid, Sport Hybrid, Wilderness Hybrid, Limited Hybrid, and Touring Hybrid. The gas-only Forester Sport, Sport Onyx Edition, and Touring trim levels have been discontinued.

All 2027 Subaru Forester trim levels are equipped with at least 8.7 inches of ground clearance, legendary Subaru Symmetrical All-Wheel Drive, and EyeSight® Driver-Assist Technologies. A Subaru 11.6-inch Multimedia touchscreen with wireless Apple CarPlay® and Android Auto™ compatibility is standard on most Forester models, while a 12.3-inch full digital gauge cluster is standard on Forester Wilderness and all Forester Hybrid trim levels, including the new Forester Wilderness Hybrid.

As the newest entry in the Forester lineup, the 2027 Subaru Forester Wilderness Hybrid pairs Subaru's next-generation series-parallel hybrid powertrain with 9.3 inches of ground clearance.

With Subaru Symmetrical All-Wheel Drive, X-MODE® Dual-Mode, and Yokohama GEOLANDAR® all-terrain tires, the new 2027 Forester Wilderness Hybrid is designed to hit the trail — and keep going. The first-ever Subaru Wilderness model with a hybrid powertrain offers better fuel economy than the gas-only Forester Wilderness without compromising all-wheel-drive capability.

Gas-powered Subaru Forester models are powered by a 2.5-liter Subaru BOXER® engine that produces 180 horsepower. Forester Hybrid models are powered by a specially developed, Atkinson/Miller-cycle 2.5-liter Subaru BOXER® engine paired with electric motors and a high-capacity lithium-ion battery, producing 194 combined horsepower. All Forester trim levels are equipped with a Lineartronic® CVT (Continuously Variable Transmission).

2027 Subaru Forester

Well-equipped for \$29,995 MSRP, which is the same price as the outgoing model, the entry-level 2027 Subaru Forester includes comfort and convenience items at an affordable price point. Those features include standard 17-inch alloy wheels with machine finish, dual-zone automatic climate control, and raised ladder-type roof rails.

Inside, the 2027 Subaru Forester is equipped with dual 7.0-inch touchscreens for infotainment and vehicle functions with USB-based Apple CarPlay® and Android Auto™ compatibility. Bluetooth® hands-free phone and audio streaming, SiriusXM satellite radio, and dual USB-C charge/input ports are also included.

Standard EyeSight® Driver-Assist Technology on the entry-level 2027 Subaru Forester includes Advanced Adaptive Cruise Control with Lane Centering, Lane Departure Prevention, Pre-Collision Braking, and more.

2027 Subaru Forester Premium

Starting from \$31,995 MSRP, the 2027 Subaru Forester Premium adds popular convenience features and technology while retaining the same price as the outgoing model year. Those include an all-weather package with heated front seats, heated side mirrors, and windshield wiper de-icer; a panoramic moonroof; X-MODE®; and a 10-way power-adjustable driver's seat.

A Subaru 11.6-inch Multimedia touchscreen with wireless Apple CarPlay® and Android Auto™ compatibility handles infotainment, while a wireless smartphone charger and dual USB-A and USB-C charge ports help to keep devices powered. SiriusXM with 360L® is included (4-month free trial), along with MySubaru Connected Services with Wi-Fi hotspot capability.

An options package for the 2027 Subaru Forester Premium adds a Power Rear Gate and Blind-Spot Detection with Rear Cross-Traffic Alert for \$1,200 MSRP.

2027 Subaru Forester Premium Hybrid

The 2027 Subaru Forester Premium Hybrid adds a fuel-efficient next-generation Subaru hybrid powertrain and other features for \$34,730 MSRP, the same as the outgoing model year.

Those include a 12.3-inch full digital gauge cluster, 18-inch dark metallic with machine finish alloy wheels, a Power Rear Gate, an animal-free leather-wrapped steering wheel, and X-MODE® Dual-Mode System.

2027 Subaru Forester Sport Hybrid

With unique styling features and a fuel-efficient powertrain, the 2027 Subaru Forester Sport Hybrid is well-equipped for \$37,930 MSRP — the same price as the outgoing model year.

The Forester Sport Hybrid includes distinctive 19-inch wheels with dark metallic finish, black interior and exterior accents and badging, black or gray StarTex® interior upholstery with bronze stitching, and low-profile roof rails.

The 2027 Subaru Forester Sport Hybrid adds a Harman Kardon® speaker system, X-MODE® Dual-Mode System with Snow/Mud and Deep Snow/Sand settings, Reverse Automatic Braking, and Blind-Spot Detection with Rear Cross-Traffic Alert.

2027 Subaru Forester Limited

The 2027 Subaru Forester Limited starts at \$37,595 MSRP and includes popular equipment previously available as optional. Building from the Forester Premium trim level, the 2027 Subaru Forester Limited adds black or gray leather-appointed upholstery, 18-inch dark metallic with machine finish wheels, and an 8-way power-adjustable passenger seat.

Raised, ladder-type roof rails are standard, and the 2027 Subaru Forester Limited adds rain-sensing wipers, a Power Rear Gate, and a heated steering wheel.

2027 Subaru Forester Limited Hybrid

For \$38,995 MSRP, the same as the outgoing model, the 2027 Subaru Forester Limited Hybrid adds a fuel-efficient powertrain and convenience features.

The Forester Limited Hybrid includes a heated steering wheel wrapped in animal-free StarTex® material, black or gray StarTex® interior upholstery, a 12.3-inch full digital gauge cluster, Harman Kardon® speaker system, and Reverse Automatic Braking.

2027 Subaru Forester Touring Hybrid

At the top of the Forester range, the 2027 Subaru Forester Touring Hybrid adds comfort features and a next-generation Subaru hybrid powertrain for \$41,545 MSRP, the same price as the outgoing model.

In addition to the equipment found on the Forester Limited Hybrid, the 2027 Subaru Forester Touring Hybrid adds 19-inch dark gray with machine finish wheels, ventilated front seats, heated rear outboard seats, DriverFocus® Distraction Mitigation System, 360-degree Surround View Monitor, low-profile roof rails, and Smart Rearview Mirror with HomeLink®.

2027 Subaru Forester Wilderness

The 2027 Subaru Forester Wilderness makes last year's popular optional equipment package standard and costs \$39,495 MSRP.

It adds a raised suspension for increased ground clearance to 9.3 inches, 17-inch Wilderness-exclusive matte black wheels with Yokohama GEOLANDAR® all-terrain tires, enhanced underbody protection, a revised final drive gear ratio, a transmission cooler, an uprated 3,500-pound towing capacity, and a full-size spare wheel with 225mm all-terrain tire. It also adds a Subaru 11.6-inch Multimedia System with Navigation, a 12.3-inch full digital gauge cluster,

Power Rear Gate, StarTex® interior upholstery, 180-degree front-view camera, and Harman Kardon® speaker system.

New for 2027, the Forester Wilderness adds a StarTex®-wrapped heated steering wheel and heated rear outboard seats.

2027 Subaru Forester Wilderness Hybrid

New for 2027 and the first Subaru Wilderness model with a hybrid powertrain, the 2027 Subaru Forester Wilderness Hybrid combines rugged capability with a fuel-efficient powertrain, starting at \$40,495 MSRP.

Like the Forester Wilderness, the new Forester Wilderness Hybrid includes increased ground clearance to 9.3 inches, all-terrain tires, enhanced underbody protection, and more. It's similarly equipped with StarTex® interior upholstery, 12.3-inch full digital gauge cluster, Harman Kardon® speaker system, Power Rear Gate and heated steering wheel.

The 2027 Subaru Forester is available in Autumn Green Metallic, Crystal White Pearl, Crystal Black Silica, Dark Mahogany Pearl, Ice Silver Metallic, Magnetite Gray Metallic, River Rock Pearl, and Daybreak Blue Pearl exterior colors. Geyser Blue is available on Forester Wilderness and Forester Wilderness Hybrid models. Forester Limited and Touring Hybrid models in Autumn Green Metallic, Dark Mahogany Pearl, Ice Silver Metallic, River Rock Pearl, and Crystal White Pearl are available with a two-tone Crystal Black Silica roof. Sport Hybrid models in Ice Silver Metallic, River Rock Pearl, and Crystal White Pearl are available with a two-tone Crystal Black Silica roof.

The 2027 Subaru Forester and Forester Hybrid are assembled in Lafayette, Indiana, and Gunma, Japan.

2027 Subaru Forester			
Model/Trim	Transmission	Available Options	MSRP
Forester	CVT	N/A	\$29,995
Forester Premium	CVT	15	\$31,995
Forester Premium Hybrid	CVT	N/A	\$34,730
Forester Sport Hybrid	CVT	N/A	\$37,930
Forester Wilderness	CVT	N/A	\$39,495
Forester Wilderness Hybrid	CVT	N/A	\$40,495
Forester Limited	CVT	N/A	\$37,595

Forester Limited Hybrid	CVT	N/A	\$38,995
Forester Touring Hybrid	CVT	N/A	\$41,545
2027 Subaru Forester Options			
Code	Description	MSRP	
15	Power Rear Gate, Blind Spot Detection with Rear Cross Traffic Alert	\$1,200	
Premium Paint (River Rock Pearl, Daybreak Blue Pearl)		\$395	
Two-Tone Paint (Autumn Green Metallic, Crystal White Pearl, Dark Mahogany Pearl, Ice Silver Metallic)		\$495	
Premium Two-Tone Paint (River Rock Pearl)		\$890	

Destination & Delivery is \$1,475 for Forester 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 \$357 million to causes that Subaru and its customers care about, and Subaru employees have logged more than 130,000 volunteer hours. Through these actions and more, Subaru is dedicated to being More Than a Car Company® and to making the world a better place.

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