



Aaron Cole
Product Communications Manager
856.488.3697
acole1@subaru.com

Miranda Jimenez
Product Communications Specialist
856.438.2820
mjimen@subaru.com

Karley Dowdy
Product Communications Specialist
856.488.8527
kdowdy@subaru.com

SUBARU EARNS TOP RANKING IN 2026 AMERICAN CUSTOMER SATISFACTION INDEX SURVEY AUTOMOBILE STUDY

SEPTEMBER 15, 2026, Camden, N.J., – Subaru of America, Inc. today announced the automaker was ranked No. 1 in key areas in the 2026 American Customer Satisfaction Index (ACSI®) Automobile Study. The result highlights Subaru's strength in safety and overall product and service quality among other top-category claims.

The ACSI study and rankings are based on customers' own experiences with their vehicles. In the ACSI 2025-2026 Automobile Study of mass-market vehicles, Subaru was rated* as:

- #1 Brand for Vehicle Safety, seven years in a row
- #1 Brand for Overall Quality
- #1 Brand for Service Quality
- #1 Brand for Resale Value

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Being the leading brand for Vehicle Safety, seven years running, is an honor and a reflection of our commitment to keep consumers safe. This recognition, along with rising to the top spot for overall quality and resale value, reinforces the trust our owners place in Subaru and motivates us to continue raising the bar across our lineup."

Developed in 1994 at the University of Michigan, ACSI is the only national cross-industry measure of customer satisfaction in the United States. It tracks approximately 400 companies in about 40 consumer industries across 10 economic sectors on an annual basis, and is the largest single benchmarking study in the U.S. The ACSI Automobile Study 2026 is based on 6,699 completed surveys. Customers were chosen at random and contacted via email between July 2025 and June 2026.

For more information on the ACSI and the automobile rankings, visit theACSI.org. ACSI is a registered trademark of American Customer Satisfaction LLC.

About the ACSI

The [American Customer Satisfaction Index](https://theACSI.org) (ACSI®) has been a national economic indicator for over 30 years. It measures and analyzes customer satisfaction with approximately 400 companies in

about 40 industries and 10 economic sectors, including various services of federal and local government agencies. Reported on a scale of 0 to 100, scores are based on data from roughly 250,000 responses annually. For more information, visit www.theacsi.org.

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.

For additional information, visit media.subaru.com.

Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

**Applies to gas vehicles only. Compared to all other measured automotive companies in their respective segments in the 2026 American Customer Satisfaction Index (ACSI®) survey of customers rating their own automotive company's performance. ACSI and its logo are registered trademarks of the American Customer Satisfaction Index LLC.*