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FOR IMMEDIATE RELEASE

SUBARU OF AMERICA REPORTS AUGUST 2026 SALES INCREASE

- Best sales month of the year for Ascent, Crosstrek, Outback, and WRX
- Forester sales up 17.8 percent in August and 15.1 percent year-to-date
- WRX sales up 37.7 percent year-to-date

CAMDEN, N.J. – September 1, 2026 – Subaru of America, Inc. (SOA) today reported 62,028 vehicle sales for August 2026, a 1.3 percent increase compared to August 2025. Crosstrek held the top-seller position for August with its best month of sales so far this year. Ascent, Outback, and WRX also achieved their best month of sales so far this year, while Forester posted strong sales, up 17.8 percent.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Our strong performance reflects what makes Subaru unique, with a versatile lineup that delivers the safety, capability, and long-term value customers expect. We're proud to have hundreds of retailers standing behind that success, including our recent [Subaru Love Promise® Retailer of the Year, Treasure Valley Subaru](#), and we're grateful for their continued dedication to serving customers and communities as we head into the fall."

Following Crosstrek's top-seller position with 19,541 vehicles sold in August, Forester followed with 16,760 vehicles sold, extending its lead as the top-selling nameplate year-to-date, up 15.1 percent. Outback followed closely with 15,233 vehicles sold, and WRX continued to represent its

unique presence in the market as an affordable manual option for enthusiast drivers, with August sales up 37.7 percent year-to-date.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Our well-rounded lineup continues to build momentum, led by the best month of the year for Ascent, Crosstrek, Outback, and WRX, and a 17.8-percent increase in Forester sales. Customers are responding to the value presented across our lineup, while our retailers remain focused on delivering an exceptional customer experience. We’re proud of the momentum we’ve built and look forward to carrying it into the final months of the year.”

Carline	Aug-26 MTD	Aug-25 MTD	% Chg MTD	Aug-26 YTD	Aug-25 YTD	% Chg YTD
Ascent	5,155	3,757	37.2%	28,925	28,243	2.4%
BRZ	235	220	6.8%	2,020	2,107	-4.1%
Crosstrek	19,541	20,442	-4.4%	122,953	128,404	-4.3%
Forester	16,760	14,225	17.8%	140,487	122,083	15.1%
Impreza	1,556	2,644	-41.2%	11,396	19,995	-43%
Legacy	5	2,087	-99.8%	2,206	15,163	-85.5%
Outback	15,233	15,768	-3.4%	92,108	104,007	-11.4%
Solterra	197	1,466	-86.6%	5,472	9,529	-42.6%
Trailseeker	1,248	0	0%	4,761	0	0%
Uncharted	320	0	0%	3,170	0	0%
WRX	1,778	611	191%	10,324	7,499	37.7%
TOTAL	62,028	61,220	1.3%	423,822	437,030	-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 \$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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