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FOR IMMEDIATE RELEASE

SUBARU OF AMERICA REPORTS JULY 2026 SALES INCREASE

- Forester sales up 33.5 percent year-over-year
- WRX sales more than triple over last July

CAMDEN, N.J. – August 3, 2026 – Subaru of America, Inc. (SOA) today reported 54,454 vehicle sales for July 2026, a 0.8 percent increase compared to July 2025. Strong Forester sales continued, making it the volume leader for the seventh month in a row, with Crosstrek sales numbers once again close behind.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Every new Subaru vehicle sale is an opportunity to deepen the trust and lasting relationships we’ve built with our customers, whether they choose one of our reliable gas, hybrid, or electric models. That same commitment extends beyond the road and into the communities we serve, and this month we’re proud to kick off the sixth year of Subaru Loves Learning® while celebrating the milestone of helping more than one million students with the support of our retailers.”

Following Forester's top-seller position with 15,873 vehicles sold, a 33.5 percent increase over the previous year, Crosstrek reached 15,789 vehicles sold. Outback also contributed with 13,917 vehicles sold, and WRX continued its growing sales streak, offering an affordable manual option for enthusiast drivers.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “Strong demand for Crosstrek and Forester, and Outback paired with the ongoing momentum of WRX, underscores the winning combination of affordability, advanced technology, and long-term dependability that customers expect from Subaru. Combined with the exceptional dedication of our retailers, these strengths continue to make Subaru a trusted choice for drivers nationwide.”

Carline	July-26 MTD	July-25 MTD	% Chg MTD	July-26 YTD	July-25 YTD	% Chg YTD
Ascent	4,152	3,007	38.1%	23,770	24,486	-2.9%
BRZ	233	222	4.9%	1,785	1,887	-5.4%
Crosstrek	15,789	17,628	-10.4%	103,412	107,962	-4.2%
Forester	15,873	11,886	33.5%	123,727	107,858	14.7%
Impreza	1,458	2,373	-38.6%	9,840	17,351	-43.3%
Legacy	20	1,918	-98.9%	2,201	13,076	-83.2%
Outback	13,917	14,982	-7.1%	76,875	88,239	-12.9%
Solterra	138	1,562	-91.2%	5,275	8,063	-34.6%
Trailseeker	1,077	0	0%	3,513	0	0%
Uncharted	359	0	0%	2,850	0	0%
WRX	1,438	457	214.7%	8,546	6,888	24.1%
TOTAL	54,454	54,035	.8%	361,794	375,810	-3.7%

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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