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FOR IMMEDIATE RELEASE

SUBARU OF AMERICA REPORTS OCTOBER 2026 SALES UP SIX PERCENT

- Best-ever October for both Crosstrek and Forester
- Forester sales up 26 percent in October and 18.4 percent year-to-date
- WRX sales up 55 percent year-to-date

CAMDEN, N.J. – November 3, 2026 – Subaru of America, Inc. (SOA) today reported 54,090 vehicle sales for October 2026, a six percent increase compared to October 2025. Crosstrek took the top-seller position, followed very closely by Forester, with both vehicles achieving their best-ever October sales.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Our sixth consecutive month of increased sales was marked by Subaru retailers' efforts to help customers find the vehicles that allow them to live the life they choose. With a lineup that combines safety, capability, versatility, and affordability, Subaru continues to offer the gas, hybrid, and EV options they can count on every day and on their next adventure."

Following Crosstrek's 16,574 vehicles sold, up 1.8 percent over the previous October, Forester sales of 16,094 represented a 26 percent increase over October 2025 and an 18.4 percent increase year-to-date. Meanwhile, Outback held the third position with 13,711 vehicles sold, up two percent over the previous year. The affordable manual-equipped BRZ and WRX also posted strong October gains, with BRZ up 30.2 percent for the month and WRX up 137.1 percent over the previous October and up 55 percent year-to-date.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: "Subaru retailers delivered another strong month highlighted by the best October ever for both Crosstrek and Forester, along with strong customer response to Outback and WRX. With continued demand across our well-rounded lineup, including hybrid and EV models like the award-winning Trailseeker, we remain focused on offering vehicles that meet our customers' lifestyles, needs, and budgets."

Carline	Oct-26 MTD	Oct-25 MTD	% Chg MTD	Oct-26 YTD	Oct-25 YTD	% Chg YTD
Ascent	3,423	3,747	-8.7%	35,979	35,063	2.6%
BRZ	237	182	30.2%	2,471	2,466	0.2%
Crosstrek	16,574	16,284	1.8%	154,823	159,009	-2.6%
Forester	16,094	12,769	26%	172,570	145,806	18.4%
Impreza	1,499	2,063	-27.3%	14,238	24,167	-41.1%
Legacy	2	1,817	-99.9%	2,210	18,864	-88.3%
Outback	13,711	13,441	2%	118,470	129,854	-8.8%
Solterra	146	13	1023.1%	5,781	9,985	-42.1%
Trailseeker	396	0	0%	6,006	0	0%
Uncharted	301	0	0%	3,686	0	0%
WRX	1,707	720	137.1%	13,734	8,859	55%
TOTAL	**54,090**	**51,036**	**6%**	**529,968**	**534,073**	**-0.8%**

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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