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FOR IMMEDIATE RELEASE

SUBARU OF AMERICA SALES UP 13.2 PERCENT WITH BEST EVER FORESTER SEPTEMBER

- Best-ever September for Forester
- Forester sales up 45.9 percent in September and 17.6 percent year-to-date
- WRX sales up 47.8 percent year-to-date

CAMDEN, N.J. – October 1, 2026 – Subaru of America, Inc. (SOA) today reported 52,056 vehicle sales for September 2026, a 13.2 percent increase compared to September 2025. Forester took the top-seller position, achieving its best-ever September, while Crosstrek and Outback also posted year-over-year gains.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: “Our retailers continue to prove how Subaru is More Than a Car Company®, matching customers with vehicles that provide the safety and quality they expect. We’re grateful for their continued commitment to living the Subaru Love Promise® and look forward to seeing it in action as they support local pets and shelters nationwide with programs and activations in their showrooms this month.”

Forester led all models in September with 15,989 vehicles sold, up 17.6 percent year-to-date. Crosstrek followed with 15,296 vehicles sold, a 6.8 percent increase over September 2025, and Outback rounded out the top three positions with 12,651 vehicles sold, up 1.9 percent over the previous year. The enthusiast-focused WRX had a breakout month, with sales climbing 166.1

percent over the previous September and 47.8 percent year-to-date, solidifying its position in the marketplace as an affordable manual option for drivers.

Troy Poston, Senior Vice President of Sales, Subaru of America, Inc.: “We’re seeing positive customer response across the Subaru model range, led by continued strength from Forester, with solid September gains for Crosstrek and Outback as well. WRX continues to resonate with our performance-minded customers, and we’re excited to build on that passion with the recent debut of our limited-production 2027 WRX and BRZ anniversary editions. As our lineup continues to grow, we remain focused on delivering the versatility, capability, and affordability our customers expect from Subaru.”

Carline	Sept-26 MTD	Sept-25 MTD	% Chg MTD	Sept-26 YTD	Sept-25 YTD	% Chg YTD
Ascent	3,631	3,073	18.2%	32,556	31,316	3.9%
BRZ	214	177	20.9%	2,234	2,284	-2.2%
Crosstrek	15,296	14,321	6.8%	138,249	142,725	-3.1%
Forester	15,989	10,954	45.9%	156,476	133,037	17.6%
Impreza	1,343	2,109	-36.3%	12,739	22,104	-42.4%
Legacy	2	1,884	-99.9%	2,208	17,047	-87.1%
Outback	12,651	12,406	1.9%	104,759	116,413	-10%
Solterra	163	443	-63.2%	5,635	9,972	-43.5%
Trailseeker	849	0	0%	5,610	0	0%
Uncharted	215	0	0%	3,385	0	0%
WRX	1,703	640	166.1%	12,027	8,139	47.8%
TOTAL	52,056	46,007	13.2%	475,878	483,037	-1.5%

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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