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SUBARU TRAILSEEKER NAMED CAR OF THE YEAR IN 2027 TOPGEAR.COM US CAR AWARDS

- Editors selected the all-electric Subaru Trailseeker SUV for its versatility, capability and on- and off-road performance
- Up to 281 miles of range available and charging speeds up to 150 kW from a standard NACS charge port
- 2027 Subaru Trailseeker on sale now, starting at \$39,995 MSRP

Camden, N.J., OCTOBER 29, 2026 – Subaru of America, Inc. today announced its Subaru Trailseeker was named Car of the Year in the 2027 TopGear.com U.S. Car Awards. Editors at TopGear.com selected the all-electric Subaru Trailseeker SUV from among new or significantly updated contenders from multiple automakers.

“Our Subaru Trailseeker combines the practicality and utility of an SUV with an all-electric powertrain that’s not only efficient, but also fun to drive,” said Jeff Walters, President and COO, Subaru of America. “It’s an honor to be named Car of the Year by the experts at Top Gear.”

Editors at Top Gear praised the Subaru Trailseeker’s on- and off-road drivability. With a best-in-class 8.5 inches of ground clearance, standard Subaru Symmetrical All-Wheel Drive, and X-MODE®, the Trailseeker is impressively equipped for off-road adventures. On pavement, with 375 combined horsepower from dual electric motors, a 0-to-60-mph time of 4.4 seconds, and configurable drive modes, the Subaru Trailseeker is equally at ease.

“People still carry a torch for the WRX and its many rally-inspired incarnations, but the heart of Subaru fandom now is its dutiful, rugged, useful wagon – the Trailseeker,” said Top Gear U.S.

Correspondent Alex Kalogiannis. “Off the beaten path, the set-and-forget X-MODE figures out all the tricky terrain stuff as you trundle through the bush, and with about 8.5 inches of ground clearance, it can scale all but the scariest obstacles in your path. Back in civilization, the Trailseeker is quick, balanced, and even-keeled. Of course, we wouldn’t mind if some more of that WRX DNA slipped into the mix, but overall, the pros far outshine the cons.”

The 2027 Subaru Trailseeker is on sale now, starting at \$39,995 MSRP, and available in three trim levels: Premium, Limited, and Touring. Every Trailseeker is equipped with a 14-inch Subaru Multimedia touchscreen with wireless Apple CarPlay® and Android Auto™ compatibility, wireless smartphone chargers, and spacious seating for up to five. A standard North American Charging Standard (NACS) charge port supports charging speeds up to 150 kW that can replenish its battery from 10% to 80% in as little as 28 minutes, with range up to 281 miles on a single charge.

For more information about the 2027 Subaru Trailseeker, visit [Subaru.com](https://www.subaru.com).

About Subaru of America, Inc.

[Subaru of America, Inc.](https://www.subaru.com) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](https://www.subaru.com) 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.](https://www.subaru.com), 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®](https://www.subaru.com), 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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