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2024 (Full Year) USA: Subaru of America US Car Sales by Model

January 4, 2025 by Henk Bekker

In full-year 2024, Subaru of America increased sales in the USA by 5.6% with the Crosstrek and Forester the top-selling US models.



© Subaru of America

2024 (January to December): Subaru of America, Inc. (SOA) reported 667,725 vehicle sales, a 5.6 percent increase compared with calendar year 2023. December 2024 was the 29th consecutive month of increases of Subaru cars in the US. The Corsstrek, Forester, and Outback were the top-selling Subaru models in 2024.



Top-Selling Subaru Car Models in the USA in 2024

Sales per model for Subaru in the USA were as follows in 2024:

Carline	2024	2023	Change
Ascent	56,286	60,543	-7%
BRZ	3,345	4,188	-20.1%
Crosstrek	181,811	159,193	14.2%
Forester	175,521	152,566	15.1%
Impreza	31,366	34,719	-9.7%
Legacy	19,591	25,510	-23.2%
Outback	168,771	161,814	4.3%
Solterra	12,447	8,872	40.3%
WRX	18,587	24,681	-24.7%
TOTAL	667,725	632,086	5.6%

For calendar year 2024, Crosstrek was the top performer by volume, achieving its best year ever with 181,811 vehicle sales (+14 percent). Forester was the highest-selling carline in December and closed out the year with 175,521 vehicle sales (+15 percent), and Outback achieved 168,771 annual sales (+4 percent) in 2024. In its second full year of sales, the Solterra EV continued to grow with its best December ever and best year ever, resulting in 12,447 vehicle sales (+40 percent).

Car Sales by Brand in the USA in 2024 (Full Year)

- [USA Car Sales by Brand in 2024, 2023, 2022, 2021, 2020, 2019, and 2018](#)
- [Global Sales by Brand Worldwide in 2024, 2023, 2022, 2021, and 2020](#)

Car Sales by Brand in the USA in 2024 (Full Year):

- [Acura](#) (Honda)
- [Alfa Romero](#) (Stellantis)
- [Audi](#)
- [BMW](#) (including Mini)
- [Buick](#) (GM)
- [Cadillac](#) (GM)
- [Chevrolet](#) (GM)
- [Chrysler](#) (FCA)
- [Dodge](#) (FCA)
- [FCA](#) (Stellantis)
- [Fiat](#) (Stellantis)



- [Ford](#)
- [GM](#) (General Motors including Buick, Cadillac, Chevrolet, GMC)
- [GMC](#) (GM)
- [Honda](#) (including Acura)
- [Hyundai](#)
- [Infiniti](#)
- [Jeep](#) (FCA)
- [Kia](#)
- [Lexus](#) (Toyota)
- [Lincoln](#) (Ford)
- [Mazda](#)
- [Mercedes-Benz](#)
- [Mini](#) (BMW)
- [Mitsubishi](#)
- [Nissan](#)
- [Porsche](#)
- [Ram](#) (FCA)
- [Stellantis](#) (FCA)
- [Subaru](#)
- [Toyota](#)
- [Volkswagen](#)

NOTE: “Sales” as reported by the various brands generally refer to deliveries and not necessarily sales to the customer or final registration. Terms and definitions may vary. All statistics are provided by respective car manufacturers unless clearly marked otherwise.

About Subaru of America

[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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours.

About the author:

Henk Bekker



[Henk Bekker](#) is a freelance writer with over 20 years of experience in online writing. His [best-selling cars](#) website has been reporting car sales statistics since 2008 with [classic car auction prices](#) focusing on the most expensive automobiles sold at public auctions in the past decade. He also owns the travel websites [European-Traveler.com](#) and [Lake Geneva Switzerland](#). Henk holds an MBA from Edinburgh Business School and an MSc in Finance from the University of London.

USA

2024

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Statistics by Year



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