

# Media Information



Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Todd Hill  
(856) 488-3234  
[thill@subaru.com](mailto:thill@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

## SUBARU EARNS FIVE 2023 IIHS *TOP SAFETY PICK* AWARDS WITH ENHANCED CRITERIA

- For 2023, IIHS instituted new requirements in side impact protection, pedestrian crash prevention and headlights
- Subaru Ascent, Outback and Solterra (built after Oct. 2022) earned top honors with IIHS *TOP SAFETY PICK+*
- Legacy has earned an IIHS *TOP SAFETY PICK* award for its 18th consecutive year
- Forester has received the IIHS *TOP SAFETY PICK* award more times than any other small SUV
- All five vehicles achieved a 'Superior' rating in pedestrian front crash prevention
- Subaru has earned more IIHS *TSP+* awards than any other brand since 2013\*

Camden, N.J., Feb 23, 2023 - Subaru of America, Inc. today announced that the 2023 Ascent, Outback and Solterra SUVs were named a 2023 *TOP SAFETY PICK+* by the Insurance Institute for Highway Safety (IIHS). Also, the Forester compact SUV and Legacy midsize sedan earned the 2023 IIHS *TOP SAFETY PICK* award.

### 2023 *TOP SAFETY PICK* + Winners

- 2023 Subaru Ascent (*TSP* for six consecutive years)\*
- 2023 Subaru Outback (*TSP* for 15 consecutive years)\*
- 2023 Subaru Solterra (built after Oct. 2022) (First year for *TSP+*)

### 2023 *TOP SAFETY PICK* Winners

- 2023 Subaru Legacy (*TSP* for 18 consecutive years)\*
- 2023 Subaru Forester (*TSP* for 17 consecutive years)\*

For 2023, The Insurance Institute for Highway Safety modified the requirements for its *TOP SAFETY PICK* and *TOP SAFETY PICK+* awards. New requirements for side crash protection, pedestrian crash prevention systems and headlights were instated.

"The number of winners is smaller this year because we are challenging automakers to build on the safety gains they've already achieved," said IIHS President David Harkey. "These models are true standouts in both crashworthiness and crash prevention."

The biggest change to the criteria for both awards is the replacement of the original IIHS side crash test with the updated evaluation launched in 2021. The updated test involves 82 percent more energy than the original test. Vehicles

must earn an acceptable or good rating to qualify for *TOP SAFETY PICK*, while a good rating is required for the “plus.”

The *TOP SAFETY PICK+* criteria include another new evaluation, the nighttime vehicle-to-pedestrian front crash prevention test. Advanced or superior rating is required in both the nighttime and daytime pedestrian tests for the higher award. For *TOP SAFETY PICK*, only a daytime rating of advanced or superior is required.

“We are absolutely thrilled that all five vehicles tested received a 2023 IIHS *TOP SAFETY PICK* award, especially under the new criteria,” said Thomas J. Doll, President and Chief Executive Officer, Subaru of America, Inc. “This is a testament to our commitment to our customers that we will provide them with vehicles set to the highest safety standards year over year.”

Since 2013, Subaru has received a cumulative total of 69 *TOP SAFETY PICK+* awards, which is more than any other brand.\* \*\* For the full list of 2023 IIHS winners, [visit the IIHS website](#).

\*Claim applies to U.S.-spec vehicles. Based on research conducted by Subaru of America and Subaru Canada.

\*\* As of February 2023

### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan.

Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).