

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

Charles Ballard
(856) 488-8759
cballard@subaru.com

SUBARU ANNOUNCES NEW INFORMATION ABOUT UPCOMING 2023 SUBARU SOLTERRA

- Most technologically advanced Subaru ever
- Subaru Symmetrical All-Wheel Drive standard

Camden, N.J., Aug 31, 2021 - Subaru of America, Inc. (SOA) today announced new information and images of the upcoming 2023 Subaru Solterra.

The Solterra, Subaru's first all-electric SUV, is the most technologically advanced Subaru yet. Built on the e-SUBARU Global Platform, the all-new SUV offers ample back-seat and cargo room.

Packed with advanced safety technology, the versatile and capable Solterra is built from Subaru SUV DNA, including legendary Subaru Symmetrical All-Wheel Drive and plenty of ground clearance.

With 96 percent of all Subaru vehicles still on the road today, Solterra joins a family of safe and long-lasting vehicles.

Solterra will go on-sale in mid-2022. Go to <https://www.subaru.com/solterra-ev> for more information.

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](#).