



# 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 ASCENT EARNS TOP RATING IN LATEST IIHS FRONT CRASH TEST

- Ascent received the highest possible rating for the updated IIHS moderate overlap front crash test
- One of only four vehicles in the group tested to achieve the top rating
- Ascent is an IIHS *TOP SAFETY PICK+* award for three years running
- Subaru has earned more IIHS *TOP SAFETY PICK+* awards than any other brand since 2013 (as of February 2023)\*

Camden, N.J., Mar 14, 2023 - Subaru of America, Inc. announced today that the 2023 Subaru Ascent received the highest possible rating from the Insurance Institute for Highway Safety (IIHS) for their moderate overlap front crash test. As part of its ongoing efforts to improve vehicle safety, IIHS introduced the new, tougher moderate impact front crash test to encourage safety improvements for rear seat passengers.

To assess current model performance, the IIHS tested 13 midsize SUVs, including the 2023 Subaru Ascent. The new test incorporates a Hybrid III dummy representing a small woman or 12-year-old child positioned in the second row behind the driver and uses specific metrics that focus on the injuries most frequently seen in rear-seat occupants. The Ascent was one of only four vehicles in the tested group to earn the highest possible rating of "Good".

To earn a "Good" rating, measurements recorded by sensors in the second-row dummy must not exceed limits indicating an excessive risk of injury to the head, neck, chest, abdomen or thigh. Video footage and greasepaint applied to the dummy's head must confirm that the restraints prevented the head from hitting the vehicle interior or coming too close to the front seatback and also prevented the dummy's body from "submarining," or sliding forward beneath the lap belt, which causes abdominal injuries. A pressure sensor that monitors the position of the shoulder belt on the torso of the dummy is also used to help gauge the risk of chest injuries.

As in the original test, the structure of the occupant compartment must also maintain adequate survival space for the driver, and measurements taken from the driver dummy must not show excessive risk of injuries.

The Ascent has been an IIHS *TOP SAFETY PICK* for six years running (2018-2023) including the highest honor of *TOP SAFETY PICK+* (2021-2023).

"We are thrilled that another one of our Subaru models received the highest possible rating in this new tougher test," said Thomas J. Doll, President and Chief Executive Officer, Subaru of America, Inc. "Our top priority with Ascent, and all our models, is to provide customers with vehicles meeting the highest standards in safety."

The 2023 Ascent offers a spacious interior with flexible seating options and a long roster of safety, driver assist and in-vehicle technologies. Available in six trim levels – Base, Premium, Onyx Edition, Limited, Onyx Edition Limited, and Touring – the 2023 Ascent has a starting MSRP of \$33,895 is now available at Subaru retailers.

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 a 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](https://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).