

Subaru Achieves Top Ranking in 2025 American Customer Satisfaction Index Survey Automobile Study

Tokyo, September 24, 2025 – Subaru Corporation is pleased to announce that Subaru was ranked No. 1 overall in the [2025 American Customer Satisfaction Index \(ACSI®\) Automobile Study](#).^{*} The achievement highlights Subaru's strength in safety, quality, and reliability among other top-category claims.



The ACSI study and rankings are based on customers' opinions of their own vehicles, with results reported on a 100-point scale. Subaru earned an overall score of 85, up 2% over last year's ranking, and topped all other brands in the mass-market segment.

In the ACSI 2025 Automobile Study of mass-market vehicles, Subaru was rated^{*} as follows, notably topping the Vehicle Safety category for six years in a row:

- #1 Brand for Vehicle Safety, six years in a row
- #1 Brand for Product Quality, five years in a row
- #1 Brand for Overall Product and Service Quality, three years in a row
- #1 Brand for Perceived Value, three years in a row
- #1 Brand for Dependability, two years in a row
- #1 Brand for Driving Performance, two years in a row

Developed in 1994 at the University of Michigan, ACSI is the only national cross-industry measure of customer satisfaction in the United States. It tracks approximately 400 companies in about 40 consumer industries across 10 economic sectors on an annual basis, and is the largest single benchmarking study in the U.S. The ACSI Automobile Study 2025 is based on 9,949 completed surveys. Customers were chosen at random and contacted via email between July 2024 and June 2025.

In pursuit of our vision of "Delivering Happiness to All," Subaru is committed to enriching people's hearts, minds, and lives by consistently enhancing "Enjoyment and Peace of Mind." This commitment extends beyond our products and services to all aspects of our business activities.

By building strong relationships and earning the trust and support of our customers, retailers, local communities, and all other stakeholders, Subaru will continue to strive for the sustainable growth of the Subaru Group and the realization of an enjoyable and sustainable society.

For more information on the ACSI and the automobile rankings, visit theACSI.org.

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*Compared to all other measured automotive companies in their respective segments in the 2025 American Customer Satisfaction Index (ACSI®) survey of customers rating their own automotive company's performance. ACSI and its logo are registered trademarks of the American Customer Satisfaction Index LLC.

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