

Appraiser Blog

# How Subaru Became a Leader in Subcompact SUVs



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Subaru has hit a major milestone with its Crosstrek subcompact crossover, as the automaker announces that the model has now sold over 1 million units. The Crosstrek was first introduced in 2012 and has since become Subaru's fastest-growing nameplate ever. Even as the third-generation Crosstrek is introduced, the outgoing model continues to dominate segment sales, with record deliveries in both February and March of this year.

One key factor in the Crosstrek's success has been its all-wheel drive system, which has helped to expand Subaru's off-road appeal to a wider audience below the Forester and Outback. In fact, the Crosstrek has been the top-selling subcompact crossover for eight of the past eleven years.

As a result of the ongoing chip shortage that has affected many automakers, Subaru's Crosstrek reached record sales last year, reaching 155,142 units, becoming Subaru's top seller for the first time ever. Subaru sees nothing but an upside with the nameplate and segment since it has two assembly plants in Japan and the United States.

Sales of the Top 3 Vehicles in Segment					
	2018	2019	2020	2021	2022
Subaru Crosstrek	144,384	131,152	119,716	127,466	155,142
Honda HR-V	85,494	99,104	84,027	137,090	115,416
Hyundai Kona	47,090	73,326	76,253	90,069	63,994
Total	775,972	851,132	892,533	1,031,128	880,247

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The subcompact crossover segment has become a key entry point for many automakers as Americans embrace utility vehicles and cars disappear. Hyundai, Chevrolet, Kia and Volkswagen have two separate nameplates in this segment, despite pricing and equipment being very different.

Despite the shortage of microchips and other supply chain challenges, Subaru has dominated the subcompact crossover market in the U.S. With the Crosstrek's success, Subaru is boosting production of one of its most profitable and high-volume models, making it one of the most important launches of the year.

Subaru consulted with its current Crosstrek owners in the development of the third-generation model, considering their preferences for outdoor activities such as cycling, hiking, camping, and off-road driving, which often require a roof rack. The company's devoted customer base has been crucial to Crosstrek's triumph, in addition to its premium pricing.

## Future Outlook for the Subcompact Crossover Segment

As the significance of baby utility vehicles in enticing first-time buyers continues to escalate, competitors are taking notice and repositioning themselves accordingly. Honda, for instance, has released a second-generation HR-V designed exclusively for the American market and is seeking to capitalize on increased demand as the global chip shortage subsides.

1. Kia Niro		\$33,794
2. Jeep Renegade		\$31,165
3. Subaru Crosstrek		\$30,284
4. Toyota Corolla Cross		\$29,711
5. Volkswagen Taos		\$29,682
6. Mazda CX-30		\$29,436
7. Honda HR-V		\$28,729
8. Buick Encore GX		\$28,650
9. Hyundai Kona		\$27,852
10. Kia Seltos		\$27,615

Top 10 Vehicles in the Segment Ranked by Their Sticker Prices

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Crosstrek's success shows that there is still plenty of room for growth in this segment of the market as subcompact crossovers continue to grow in popularity. Subaru's Crosstrek has built a loyal customer base, an all-wheel drive system, and a high price point, making it a formidable competitor that will continue to drive the company's success for years to come.