

MEDIA RELEASE
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Subaru to Debut 2025 Forester e-BOXER Hybrid at 2025 Canadian International AutoShow

*Canadian unveiling of all-new 2025 Subaru Forester e-BOXER Hybrid
Explore the full Subaru lineup on display
Visit with St. John Ambulance therapy dogs*

TORONTO, ON. — Subaru revealed the new 2025 Forester e-BOXER Hybrid for the first time last week at the Chicago Auto Show. Now, at the Canadian International AutoShow, this exciting new vehicle is set to make its Canadian debut. Alongside the Forester e-BOXER Hybrid will be Subaru's full suite of vehicles and a variety of interactive experiences for attendees to participate in, including the return of the popular St. John Ambulance therapy dogs.

The all-new 2025 Forester e-BOXER Hybrid is equipped with a next-generation Subaru series-parallel e-BOXER hybrid system and Subaru's legendary symmetrical full-time all-wheel-drive for enhanced range and confidence. This hybrid powertrain is designed to integrate seamlessly into the existing architecture without any loss to all-wheel-drive capability. The 2025 Forester e-BOXER Hybrid comes standard with Subaru's award-winning EyeSight Driver Assist Technology, a tablet-style Subaru 11.6-inch infotainment system with wireless Apple CarPlay and Android Auto compatibility, and a newly available 12.3-inch digital gauge cluster.

Beyond Subaru's exciting vehicle display, the brand is also bringing a range of interactive and educational experiences for attendees to engage in:

- **EV Benefits** – Overview on the benefits of electric vehicles, including reduced maintenance costs, range anxiety, battery recycling, and more
- **Leave No Trace Canada Pledge** – Attendees can take [Take the Pledge](#) to camp responsibly and Subaru Canada will plant a tree in their name
- **Adventure On Parks** – Learn more about Subaru's [Adventure On Parks](#) program in partnership with national and provincial park organizations
- **St. John Ambulance Therapy Dogs** – Visit with furry friends from St. John Ambulance on February 14, 15, 16, 17, 21, 22, and 23 from 12:00 PM to 4:00 PM
- **Custom Hat Giveaways**
- **Custom Pet Tag Giveaways**

The Subaru exhibit is located on the 300 Level of the North Building, while the all-electric Subaru Solterra will be available for attendees to experience firsthand on-site at the EV test track on Level 800 of the MTCC South Building.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro



Toronto Convention Centre from February 14th to the 23rd. Media registration for the Canadian International AutoShow is now open and can be accessed at <https://autoshow.ca/press-releases/media-registration/>. To receive the newsletter, sign-up at <https://autoshow.ca/newsletter-signup/>. Discounted tickets can be purchased in advance [online](#). For news and updates, check in regularly at autoshow.ca. Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](#), Twitter [@autoshowcanada](#) and Facebook [/autoshowcanada](#).

About the Canadian International AutoShow, presented by The Toronto Star

Celebrating the automobile since 1974, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 370,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.

About Subaru Canada, Inc.

Subaru Canada, Inc. is a wholly-owned subsidiary of Subaru Corporation of Japan. Headquartered in Mississauga, Ont., the company markets and distributes Subaru vehicles, parts and accessories through a network of 96 authorized dealers across Canada. For more information, please visit www.subaru.ca or www.pr.subaru.ca or follow @SubaruCanada on X.

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