

Why Subaru Leads The Nation In Resale Value



When you buy a car, you're not just thinking about how it drives today—you're thinking about how much it'll be worth tomorrow. That's why smart shoppers continue to choose Subaru, the brand that's earned the highest resale value in the U.S.

In 2025, Subaru once again took top honors for overall brand resale value, according to Kelley Blue Book and ALG. It's no accident—Subaru's commitment to quality, safety, and long-term performance means drivers enjoy better value both on and off the lot.

“Consumer Reports says Subaru is ranked best overall brand sold in the US.” – JC Marquardt, Sales Manager, Grayson Subaru

At Grayson Subaru, we're proud to offer vehicles that give you more miles, more confidence, and more value over time.

Proven Performance. Proven Value.

Each year, trusted sources like Kelley Blue Book and ALG analyze depreciation data to determine which vehicles retain the most value after three to five years of ownership.

In 2025, Subaru stood out as:

- Best Resale Value Brand (Mainstream) – Subaru
- With top-performing models like the Crosstrek, Outback, Forester, and WRX leading their segments.

This means when it's time to trade in or sell, your Subaru holds more of its original value—saving you money in the long run.

What Makes Subaru Hold Its Value?

1. Long-Term Reliability – 96% of Subaru vehicles sold in the last 10 years are still on the road today.
2. Standard Symmetrical All-Wheel Drive – AWD on nearly every model.
3. Award-Winning Safety – Consistent IIHS Top Safety Pick.
4. Loyal Owners = High Demand.

A Smarter Investment

Buying a Subaru isn't just about enjoying the drive—it's about making a smart financial decision. Subaru vehicles not only last longer, they're also worth more when you're ready to upgrade.

Award-Winning Lineup

- KBB Best Resale Value Brand – Multiple years
- ALG Residual Value Awards – Ongoing category wins
- Consumer Reports – Consistently recommended brand

Get More with Grayson Subaru

At Grayson Subaru, we're proud to serve Knoxville, Maryville, and the surrounding East Tennessee region.

Looking to trade up? Ask us about the Subaru Trade-Up Advantage® Program.

Drive It. Love It. Keep the Value.

Stop by Grayson Subaru and see why more drivers are making the smart move to Subaru.

Grayson Subaru - Proudly Serving East Tennessee
Your Next Adventure Starts Here.
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