

Subaru Powers into World Superbike Championship with Solterra as the First All-Electric Official Safety Car



Zaventem, January 20, 2025 – Subaru Europe, the European subsidiary of Subaru Corporation, the manufacturer of Subaru vehicles in Japan, today announced it has entered a three-year partnership with the MOTUL FIM Superbike World Championship (WorldSBK). In a groundbreaking collaboration, Subaru's first all-electric SUV, the Subaru Solterra, will take the spotlight as the Official Safety Car of the popular motorsport series. This marks Subaru Europe's debut in an official motorsport programme and the first time WorldSBK has selected an all-electric vehicle as its Official Safety Car.

This partnership celebrates a shared passion for innovation and adrenaline-fueled experiences while showcasing Subaru's bold step into the future of electric mobility. Engineered with Subaru's legendary Permanent All-Wheel Drive and powered by dual electric motors, the Solterra offers unmatched control and confidence under any condition. From pre-session track assessments to rapid incident responses, Subaru's all-electric SUV is built to perform where and when it matters most. "Safe, Fun, Tough" – the essence of Subaru – aligns seamlessly with WorldSBK's high-octane spirit. As the Official Safety Car, the Solterra underscores Subaru's commitment to crafting vehicles that offer a unique blend of enjoyment and peace of mind.

Subaru's involvement in the series will go beyond the track. At every WorldSBK round, Subaru fans, media, and enthusiasts will be invited to experience the brand firsthand. A dedicated hospitality unit will feature the Solterra alongside exclusive activities, including test drives and interactive showcases of Subaru's advanced engineering.

"Subaru's rich racing heritage makes the WorldSBK championship a perfect match for our brand," said David Dello Stritto, General Manager at Subaru Europe. "Partnering with this unique motorsport series aligns Subaru with high performance and cutting-edge innovation. It reinforces our core values of driving fun, go-anywhere capability, durability and safety—values that resonate deeply with Subaru and WorldSBK fans alike. This

collaboration brings our 'Power On. Ready. Charge.' motto to life, showcasing the mindset behind our European efforts to introduce new electric models in the region. It reaffirms Subaru's dedication to shaping a sustainable and electrified future for the brand in Europe."

Francesco Valentino, Head of WorldSBK Commercial & Marketing Department expressed his enthusiasm: "We are thrilled to welcome Subaru as the Official Safety Car provider for WorldSBK. The Solterra embodies a perfect blend of innovation, performance, and reliability, making it an ideal match for our championship. Subaru's focus on delivering high-quality vehicles aligns perfectly with WorldSBK's pursuit of excellence. We're excited to see the Solterra leading the pack and providing fans with unforgettable experiences in our paddock."

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For media inquiries, please contact: press@subaru.eu

About Subaru Europe NV/SA

Subaru Europe NV/SA is a fully-owned subsidiary of SUBARU CORPORATION, the manufacturer of SUBARU vehicles in Japan. Headquartered in Zaventem, Belgium, Subaru Europe acts as a local hub for all SUBARU importers in Europe. It supports the distribution network via a number of functions. These include product and service training, trading, brand marketing, product marketing, market research and public relations as well as the development, testing and distribution of Subaru genuine parts and accessories.