

## **SUBARU and ORBEA: Adventure Driven. Mountain Bike Performance Proven.**



Zaventem, 16 June 2026 - SUBARU EUROPE and ORBEA today announced they have entered into a strategic partnership built on a shared belief that the greatest adventures begin where roads end and nature takes over. Bringing together two brands deeply rooted in outdoor exploration, innovation and performance, the collaboration aims to connect with Europe's growing community of active, environmentally conscious adventurers.

For decades, SUBARU has earned the trust of drivers who embrace an active lifestyle and seek reliable vehicles capable of taking them safely to the mountains, forests and remote outdoor destinations they love. ORBEA has built a similar reputation among cyclists, creating world-class bicycles that enable riders to explore further, challenge themselves and enjoy nature responsibly.

At the heart of this partnership lies a common set of values: adventure, durability, performance, respect for the environment and a passion for the outdoors. Both brands believe that technology should enhance experiences while helping people maintain a closer connection with nature. David Dello Stritto, General Manager Marketing & PR at Subaru Europe, said:

"The fit between ORBEA and SUBARU is remarkably natural. Both brands are driven by a genuine passion for the outdoors and by a desire to help people explore further, whether on four wheels or two. We share the same values of adventure, reliability, innovation and respect for nature. Most importantly, we both connect with people who see outdoor experiences not as a hobby, but as a way of life. As SUBARU expands its range of zero tailpipe emission vehicles in Europe, we are delighted to partner with a brand that shares our commitment to preserving the environments that inspire our customers' adventures."

The collaboration also reflects SUBARU's ongoing transformation towards a future of sustainable mobility. As the company expands its range of zero tailpipe emission vehicles across Europe, it continues to support activities and communities that encourage responsible enjoyment of the natural world. Partnering with ORBEA represents a natural extension of that commitment, bringing together clean mobility solutions and human-powered adventure.

The agreement will be brought to life through SUBARU's active involvement with two of ORBEA's leading international mountain bike teams, including elite Downhill competition. Through this presence, SUBARU will support athletes competing at the highest level of the sport while showcasing the shared spirit of determination, resilience and exploration that defines both brands.

Beyond competition, the partnership seeks to inspire new audiences by highlighting mountain biking as a gateway to adventure, wellbeing, and connection with nature. Through events, digital storytelling and community activations, SUBARU and ORBEA will engage people who share a passion for outdoor sports, mountains, travel, and sustainable lifestyles.

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**Note to Editors:**

For more information, please send enquiries to: [press@subaru.eu](mailto: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.