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Gentlemen, do yourself a service: pick up a complimentary PSA prostate cancer screening test at Subaru UK dealers

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Subaru tells us...

- Subaru UK champions preventative men's health, with take-home PSA prostate cancer screening tests available in dealerships
 - Men aged 50 and over are invited to pick up a test after familiarising themselves with the benefits and limitations of PSA testing
 - Prostate cancer is the most common cancer in UK men, with around 58,000 new cases and 12,300 deaths annually¹
 - Simple send-away tests, with fast results and doctor-recommended 'next steps'
- 26 August 2026 – Subaru UK invites men aged 50 and over visiting its sales dealer network to pick up a complimentary Prostate Specific Antigen (PSA) test that quickly and easily measures PSA levels in the blood.



The tests are funded by Subaru UK and provided by Selph, a specialist medical home testing company run by doctors. The boxed kits are discreetly available in dealerships for anonymous collection. The pin-prick blood test is done at home and mailed off to Selph's accredited partner lab, with confidential results often available the next day. Fast results are accompanied by a doctor's report explaining how PSA levels relate to prostate cancer risk and advice on what to do next.

PSA testing cannot diagnose prostate cancer on its own, but it can help identify men who may benefit from further investigation. Men considering testing are encouraged to familiarise themselves with the potential benefits and limitations of the PSA test (available at selph.co.uk/psa-guide) before deciding whether it is right for them.

"PSA testing can't provide a diagnosis, but it can provide an important early indication of prostate cancer risk," said Dr Alasdair Scott, Selph. "By making PSA testing available through its dealer network, Subaru UK is helping more men take a proactive step towards understanding their prostate health and seeking further medical advice where needed. Like any screening test, PSA testing has benefits and limitations, so it's important that men understand these before deciding whether to test. Initiatives like this can help men make an informed choice and can reach people who might not otherwise consider testing."

Current UK clinical consensus from Prostate Cancer UK² recommends that men are given balanced information about the benefits and limitations of PSA testing and supported to make an informed choice. It recommends that all informed men should have the potential to access a PSA blood test from the age of 50, with proactive discussions from age 45 for some men at higher risk.

"The average age of a new car buyer in the UK is over 50. There are also many visitors to Subaru dealers who have husbands, brothers, fathers or grandfathers, who may fit the profile of men considering a PSA test," said Lorraine Bishton, Managing Director of Subaru UK.



“Making kits available in our dealerships is an easy way to pick up a test discreetly, for men who may consider themselves at risk or are reluctant to make a testing appointment. The numbers affected by prostate cancer are significant, but studies suggest that catching the condition early can considerably improve the chances of a positive outcome.”

The PSA tests will be available in the 54-strong Subaru UK sales dealer network from 26 August.

Notes:

¹ Cancer Research UK reports around 57,900 new cases of prostate cancer in the UK each year and around 12,300 deaths. Prostate cancer is the most common cancer in men in the UK.

² <https://prostatecanceruk.org/for-health-professionals/guidelines/psa-consensus-2024>

About PSA testing:

PSA is a protein produced by the prostate and can be measured with a blood test. A raised PSA can be associated with prostate cancer but can also occur for a number of non-cancerous reasons. Some men with prostate cancer do not have a raised PSA. A PSA test therefore cannot diagnose or exclude prostate cancer on its own.

Men considering testing should understand its potential benefits and limitations before deciding whether to test.

Prostate Cancer UK's 2024 clinical consensus recommends that men are given balanced information about the pros and cons of PSA testing and supported to make an informed choice. It states that all informed men should have the potential to access PSA testing from age 50, and recommends proactive discussion from age 45 for black men, men with a family history of prostate cancer and men with confirmed genetic risk factors.

Further information is available in Selph's doctor-written guide to PSA testing at selph.co.uk/psa-guide.



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About Subaru:

Every Subaru vehicle is built with people in mind. All models incorporate exceptional protection, with a host of advanced safety features fitted as standard. Subaru is known for its outstanding capabilities, both on and off-road and in all conditions, thanks to innovative technology, permanent All-Wheel Drive (AWD) and ever-dependable, rugged reliability. The Subaru range includes the Forester and Crosstrek, with new all-electric models E-Outback and Uncharted to join the line-up.

Since 1954, Subaru has been making cars for everyday life and every challenge. Whether it's a hiking holiday or the school run, capability, safety and reliability are engineered into every Subaru.