

Media Information



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SUBARU OF AMERICA'S ALAN BETHKE SELECTED BY ADWEEK AS A 2017 BRAND GENIUS HONOREE

Subaru Senior Vice President of Marketing Recognized Among Leading Thinkers in the Industry for Excellence in Automotive

Cherry Hill, N.J., Sep 8, 2017 - Subaru of America, Inc. announced today that Alan Bethke, senior vice president of marketing, has been selected by [Adweek as a recipient of one of the magazine's 2017 Brand Genius Awards](#), distinguishing him as one of the most talented and innovative executives in the marketing industry. Now in its 28th year, this prestigious award celebrates the best and brightest minds behind the leading brand-building efforts across 10 major categories. Bethke has been recognized for his ingenuity and leadership in the automotive sector, as well as his groundbreaking strategies, including the creation of MeetAnOwner.com, a platform that hosts a colorful array of user-created videos that feature customers talking about why they love their Subarus. Bethke was also the driving force behind the buzzworthy advertising for the 2017 Impreza, a highly successful launch that has helped deliver double-digit sales figures for the brand. Overall, Bethke's creative vision, innovative marketing tactics and dynamic leadership have been instrumental in shaping Subaru brand's identity and cultivating immense love from consumers.

"It is an honor to receive this award and recognition as a "Brand Genius" from a leading institution of advertising and marketing excellence. Experiencing the immense growth of the Subaru brand over the years has been exciting and rewarding. It has truly been a team effort and I would like to thank our marketing team, our trusted agency of record, Carmichael Lynch, as well as our agency partners for their support to make this recognition possible," said Alan Bethke, senior vice president, marketing, Subaru of America, Inc. "As we celebrate our 50th anniversary, it is important to note how we have evolved over the years, seeing ups and downs, before finding our way with the "Love" campaign, which embodies all that Subaru, its retailers and consumers are all about."

Since joining Subaru in 2003 and assuming his current role as senior vice president of marketing in 2013, Bethke has been critical to defining and stewarding the automaker's highly successful "Love" campaign, including developing strategy and award-winning advertising creative. During Bethke's tenure, Subaru has refined its brand persona, successfully launched new models, and reached record levels of brand and product awareness, favorable opinion, shopping, and customer leads. Since 2007, Subaru has tripled its U.S. market share, with eight consecutive annual sales records, and record profits with the lowest customer incentives in the automotive industry.

The Brand Genius class of 2017, chosen by a distinguished panel of Adweek's senior editors and select industry

experts, will be profiled in the October 16, 2017 issue of the magazine. They will also be honored at a gala awards dinner to be held on October 18, 2017 at Cipriani, 25 Broadway, in New York. For more information about the 2017 Brand Genius Awards, please visit www.adweekbrandgenius.com.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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Adweek is a leading resource for news and commentary covering all aspects of media, marketing and advertising. In print and online, Adweek features industry coverage and analysis from top reporters along with perspective from thought leaders. Every year, Adweek recognizes those who shape the media culture with editorial franchise awards, honors and live events. In 2015, Adweek announced the Adweek Blog Network, containing specialized industry blogs as a part of the content platform.