



Media Information

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SUBARU OF AMERICA PROMOTES DOMINICK INFANTE TO DIRECTOR, CORPORATE COMMUNICATIONS

Camden, NJ, May 23, 2018 -

Subaru of America, Inc. (SOA) has announced the appointment of Dominick Infante to Director of Corporate Communications from his previous role as National Manager of Product Communications. Reporting to Alan Bethke, Senior Vice President of Marketing for Subaru of America, Infante will be responsible for the company's corporate communications, motorsports, auto shows and public relations activities.

Infante has more than 20 years of automotive industry experience. He joined Subaru from DaimlerChrysler Corporation in 2004, tasked with reshaping product PR, launch strategy and overall communications. During this time, Subaru has won three Motor Trend Sport/Utility of the Year awards, numerous top ten lists and moved from 1 percent market share to more than 3 percent.

“Dominick has served as an integral part of the Subaru of America team for more than 14 years,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “His support and communications expertise has helped grow the Subaru brand, successfully launch countless vehicles and drive record sales. We are excited to have Dom take on this new role and continue to spearhead Subaru of America communications as we enter the next chapter of the company.”

Prior to entering the automotive industry, Infante was Director of Communications for the University of Miami School of Business and worked as a business journalist. A native of the Bahamas, Infante grew up in South Florida and has a degree in English Literature from the University of Florida.

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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 625 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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