



# Media Information

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## SUBARU OF AMERICA HONORED AS A BEST GLOBAL BRAND BY INTERBRAND

Automaker Recognized Among Most Valuable Brands in 2018 Best Global Brands Report

Camden, N.J., Oct 17, 2018 - Subaru of America, Inc. today announced it has earned a place on Interbrand's [2018 Best Global Brands Report](#). Each year, [Interbrand](#), a global brand consultancy, honors the world's most valuable brands succeeding in today's highly competitive and complex business landscape. Anchored by the theme Activating Brave, the 2018 Best Global Brands Report, examined the role that brand strength plays in the bold transformation of the world's leading businesses to drive lasting economic value.

Subaru was recognized for its consistent brand positioning, which embodies the highest levels of safety and functionality, while also instilling a sense of enjoyment that encourages drivers to get the most out of life. This is the first year the automaker has been featured in the report, at #100.

"It is an honor to receive this distinction as a "Best Global Brand" by Interbrand," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "The Subaru brand has evolved over the years and we are proud that our commitment to supplying safe, reliable vehicles, that are also fun to drive, is clearly translated and embraced by today's consumers and marketing professionals."

For more information about Interbrand's 2018 Best Global Brands Report, please visit:  
<https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/>.

### 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 630 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.

For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

**About Interbrand**

At Interbrand, we believe that growth is achieved when an organization has a clear strategy and delivers exceptional customer experiences. We do both, through a combination of strategy, creativity, and technology that helps drive growth for our clients' brands and businesses. With a network of 18 offices in 14 countries, Interbrand is a global brand consultancy, and publisher of the highly influential annual [Best Global Brands](#) and [Breakthrough Brands](#) reports, and Webby Award-winning [brandchannel](#). Interbrand is part of The Brand Consulting Group of Omnicom Group Inc. (NYSE:OMC). For more information, please contact us, or follow Interbrand on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).