



# Media Information

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## SUBARU OF AMERICA ANNOUNCES MAJOR RECYCLING MILESTONE

One Million Pieces of Waste Recycled Through Partnership with TerraCycle

Camden, N.J., Feb 13, 2019 - Subaru of America, Inc., announced today that it has recycled one-million pieces of waste through the automaker's ongoing [Subaru Loves the Earth](#) recycling program, created in partnership with TerraCycle®, the world's leader in the collection and repurposing of complex waste streams.

"This milestone means a lot to us at Subaru because it reinforces our belief that loving the environment means more than loving the great outdoors," said Alan Bethke, Senior Vice President of Marketing, Subaru of America, Inc.

"Through our partnership with TerraCycle, in less than a year, more than 540 participating Subaru retailers located across the country have recycled more than one million pieces of waste. This partnership allows Subaru owners and the communities that our retailers serve to actively participate in preserving the environment and making the world a better place."

Utilizing TerraCycle's Zero Waste Box™ platform, participating Subaru retailers encouraged customers, employees and community partners to recycle waste streams that are commonly thought of as hard-to-recycle, including snack wrappers, disposable cups and lids, and coffee, tea, and creamer capsules. In addition, Subaru emboldened customers to enhance their own commitment to sustainability by collecting these waste streams at their home or office and bringing them into a local participating Subaru retailer.

The collected waste is then turned into useful, high-quality recycled products, like park benches, picnic tables, and playground materials, and donated to Subaru community partners. Subaru retailers can also view, and order products made from the recycled materials through an exclusive Subaru product-line, produced in conjunction with TerraCycle.

"At TerraCycle, we are committed to ensuring that waste continues to be diverted away from landfills and local communities," said Tom Szaky, TerraCycle CEO. "Subaru not only shares that commitment but has taken it to the next level by spearheading a program that collects and recycles waste that they don't manufacture. Subaru is a model for other companies that want to give back and preserve the environment."

The partnership with TerraCycle's Zero Waste Box™ program is part of the larger [Subaru Loves the Earth initiative](#), which is dedicated to preserving the environment. The automaker's commitment to preservation is one part of the [Subaru Love Promise](#).

To learn more about Subaru Loves the Earth and the environmental work Subaru does, visit [subaru.com/environment](http://subaru.com/environment) and follow #SubaruLovesTheEarth and #DontFeedTheLandfills.

#### **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 TerraCycle**

is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$25 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).