



# Media Information

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## SUBARU RECEIVES “MOST TRUSTED BRAND” RECOGNITION FOR FIFTH CONSECUTIVE YEAR IN KELLEY BLUE BOOK’S KBB.COM BRAND IMAGE AWARDS

Automaker continues tradition of instilling trust and loyalty among drivers

Camden, N.J., Apr 17, 2019 - Kelley Blue Book, the leading vehicle valuation and information source, today announced that Subaru of America, Inc. has been recognized as the Most Trusted Brand in the 2019 Kelley Blue Book Brand Image Awards. This marks an impressive fifth straight win for the brand in the prestigious category that recognizes automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public.

“We are honored and grateful to receive this award for the fifth year in a row,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “Our mission is to make safe and reliable vehicles that can stand the test of time, but to also support initiatives and causes that matter to our owners and retailers through the [Subaru Love Promise](#). We believe that our efforts to be more than a car company play a large part in our continued recognition as Most Trusted Brand.”

The 2019 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Strategic Insights' Brand Watch™ study. Brand Watch is an online brand and model perception tracking study tapping into 12, 000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions and captures brand/model familiarity and loyalty among new-car shoppers.

For more information about the 2019 Kelley Blue Book Brand Image Award visit: [www.kbb.com](http://www.kbb.com) or <https://www.kbb.com/new-cars/brand-image-awards/most-trusted-brand/>. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

### 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 Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue BookSM Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.