

# Media Information



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## SUBARU SCORES 100 PERCENT IN 2020 CORPORATE EQUALITY INDEX

Automaker Earns Perfect Score for Fourth Consecutive Year on Human Rights Campaign Foundation's Annual Scorecard on LGBTQ Workplace Equality

Camden, N.J., Mar 4, 2020 - Subaru of America, Inc. today announced that for the fourth year in a row, the automaker has received a perfect score of 100 percent on the Corporate Equality Index (CEI), the nation's premier benchmarking survey and report on corporate policies and practices related to LGBTQ workplace equality, administered by the Human Rights Campaign (HRC) Foundation. Subaru joins the ranks of more than 680 major U.S. businesses that also earned top scores this year.

"A dedication to equality, both in and out of the workplace, is integrated into our philosophy here at Subaru of America, and fostering an environment of diversity and inclusion remains a top priority," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "We are honored to be recognized by the CEI once again as a Best Place to Work and will continue to empower our employees to celebrate the unique differences that make us stronger."

The CEI rates companies on detailed criteria falling under five broad categories: non-discrimination policies, employment benefits, demonstrated organizational competency and accountability around LGBTQ diversity and inclusion, public commitment to LGBTQ equality and responsible citizenship. Because Subaru of America satisfied all CEI criteria, the automaker earned a 100 percent ranking and the designation as a Best Place to Work for LGBTQ Equality.

"The impact of the Human Rights Campaign's Corporate Equality Index over its 18-year history is profound. In this time, the corporate community has worked with us to adopt LGBTQ-inclusive policies, practices and benefits, establishing the Corporate Equality Index as a primary driving force for LGBTQ workplace inclusion in America and across the globe," said HRC President Alphonso David. "These companies know that protecting their LGBTQ employees and customers from discrimination is not just the right thing to do -- it is also the best business decision. In addition, many of these leaders are also advocating for the LGBTQ community and equality under the law in the public square. From supporting LGBTQ civil rights protections in the U.S. through HRC's Business Coalition for the Equality Act, to featuring transgender and non-binary people in an ad in Argentina, to advocating for marriage equality in Taiwan -- businesses understand their LGBTQ employees and customers deserve to be seen, valued and respected not only at work, but in every aspect of daily life."

The Human Rights Campaign Foundation is the educational arm of America's largest civil rights organization working to

achieve equality for lesbian, gay, bisexual transgender and queer people. HRC envisions a world where LGBTQ people are embraced as full members of society at home, at work and in every community. For more information on the 2020 Corporate Equality Index, or to download a free copy of the report, visit [www.hrc.org/cei](http://www.hrc.org/cei).

Subaru of America, Inc. has five employee resource groups (ERGs) which contribute to the Subaru Diversity, Equity, and Inclusion business strategy through their support of the [Subaru Love Promise](#) both internally and in the community. For more information on Diversity, Equity, and Inclusion initiatives at Subaru of America, Inc., visit: [www.subaru.com/about-subaru/diversity-inclusion](http://www.subaru.com/about-subaru/diversity-inclusion).

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect 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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](#), [Instagram](#), [TikTok](#), and [YouTube](#).