

Media Information



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SUBARU HIGHEST RANKED MAINSTREAM SUVS IN 2023 J.D. POWER CUSTOMER LOYALTY RANKINGS

Camden, N.J., Nov 21, 2023 - Subaru of America, Inc. today announced it earned top honors for Customer Loyalty among Mass Market Brand SUV Owners in the J.D. Power 2023 U.S. Automotive Brand Loyalty Study. With a 61.1% loyalty rate, Subaru earned the highest overall score across mainstream SUVs.

"With the vast amount of vehicle choices available to consumers today, it is even more meaningful for Subaru to have such loyal customers as part of our Subaru Family," said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. "We believe in our goal to be 'More Than a Car Company,' and the loyalty displayed by our valued customers reinforces the importance of not only providing a reliable product, but also building a personal relationship."

Now in its fifth year, the J.D. Power U.S. Automotive Brand Loyalty Study examines customer loyalty based on the percentage of vehicle owners who choose the same brand when trading in or purchasing their next vehicle at new vehicle franchised dealers. This year's study calculations were based on transaction data from September 2022 through August 2023 and included all model years traded in.

For more information about the J.D. Power Brand Loyalty Study, please visit:
<https://www.jdpower.com/business/press-releases/2023-us-automotive-brand-loyalty-study>

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com.

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