



Media Information

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SUBARU DOUBLES THE LOVE DURING SIXTH ANNUAL “SHARE THE LOVE” EVENT

Cherry Hill, N.J., Aug 8, 2013 - Subaru of America, Inc. has announced it will donate \$10 million to charitable partners during its sixth annual “Share the Love” event. In 2012, Subaru donated \$5 million to “Share the Love” charities and over the course of the five year program, Subaru has donated a total of \$25 million.

From Nov. 21, 2013 to Jan.2, 2014, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities: ASPCA®, Make-A-Wish®, Meals On Wheels Association of America®, National Park Foundation and Teach for America. In addition to the five national organizations, Subaru retailers have the opportunity to add a sixth local charity for customers to support.

The sales growth experienced by the brand in recent years means that by continuing to donate \$250 per vehicle sold during the program, total charitable contributions will likewise increase, this year to \$10 million.

“We are excited to be able to share more love with more charities – including the charities in our owners’ backyards,” said Subaru chief marketing officer Dean Evans. “By the end of this year, Subaru and Subaru owners will have given \$35 million to diverse and worthy causes.”

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About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit media.subaru.com.