

# Media Information



Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

## EIGHT YEARS OF LOVE: SUBARU JOURNEYS THROUGH THE PAST AND LOOKS TO THE FUTURE WITH NEW KELLEY BLUE BOOK TELEVISION SPOT

In recognition for being named 2016's Most Trusted Brand and Best Overall Brand by Kelley Blue Book, new television spot journeys through Subaru's most iconic Love Campaign TV Spots

Cherry Hill, N.J., Jul 11, 2016 - Subaru of America, in celebration of being named Most Trusted Brand and Best Overall Brand by Kelley Blue Book, has launched its new "Proud to Earn Your Trust" television spot, a compilation of some of the brand's most iconic "Love" ads. The new spot looks back on the emotional moments that contribute to earning the trust of a record number of Subaru customers, ending with the iconic brand message - Love. It's what makes a Subaru, a Subaru.

The national television spot, created by Carmichael Lynch on behalf of Subaru of America, will air throughout the months of July, August and September across cable television and network late night programming.

"Over the past eight years, we've seen our Love campaign resonate incredibly well with consumers, who often feel a personal, emotional connection to the brand and the stories we've told," said Alan Bethke, senior vice president of marketing at Subaru of America. "With this new spot, Subaru gives a nod to the past while continuing to move forward in earning and maintaining the trust of our owners."

The "Proud to Earn Your Trust" television spot features call backs to some of the most memorable and iconic Love campaign ads over the years. From the very first year of the campaign, the spot uses scenes from "**Welcoming Party**," a story of a group of brothers traveling to Maine on New Year's Eve to take in the first sunrise of the year and "**Subaru Heaven**," that follows an owner dropping off his old Forester to be sold as parts. Other ads featured in the new spot include the critically acclaimed "**Baby Driver**," "**Honeymoon**" and "**Back Seat**," all directed by Jake Scott.

The spot is available to view on Subaru of America's YouTube channel here: <https://www.youtube.com/Subaru>

:60 <https://www.youtube.com/watch?v=4ohwM37Lr-4&feature=youtu.be>

:30 <https://www.youtube.com/watch?v=WuUfOSRE85A&feature=youtu.be>

Earlier this year, Subaru was recognized by Kelley Blue Book, the leading provider of new and used vehicle

information, as a winner in three major categories of the 2016 Brand Image Awards, including Best Overall Brand, Most Trusted Brand and Best Performance Brand. As a testament to the brand's commitment to producing top-quality, safe and reliable vehicles, this was the second consecutive year that Subaru was honored as the Most Trusted Brand and Best Performance Brand, and the first year it has earned the distinction of Best Overall Brand.

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 620 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. For additional information, visit [media.subaru.com](http://media.subaru.com).