



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

Michael McHale
(856) 816-1231
mmchale@subaru.com

SUBARU OF AMERICA CONTINUES ITS SUPPORT TO HELP AID THOSE IMPACTED BY THE RECENT ONSLAUGHT OF NATURAL DISASTERS

Cherry Hill, N.J., Oct 24, 2017 - Subaru of America, Inc. has announced that in the wake of the wildfires rampaging through the western U.S. and countless numbers still reeling from the recent hurricanes it has donated an additional \$100,000 to the American Red Cross.

Subaru already contributes \$100,000 annually to support the Red Cross' proactive response to disaster relief efforts, as a platinum member of the non-profit's [Ready 365 Giving Program](#), and recently matched its annual support with an additional donation of \$100,000. To further support domestic disaster relief and recovery efforts, the automaker has now tripled its support in 2017 with a third donation of \$100,000.

"At Subaru, it is part of our [Love Promise](#) to help our neighbors in times of need. We strongly believe it is our responsibility to support our communities," said Thomas J. Doll, president and COO of Subaru of America, Inc. "When we watched the devastation that has hit some of the areas, we knew we had to do more. While we know the need is great, we hope these funds will help to provide some support to those in the areas that need it most."

In addition to the lump sum donation, [Subaru of America Foundation](#) has enhanced and extended its existing matching gifts program to establish a way for Subaru of America employees to help support relief and recovery efforts. Through the program, employee donations to eligible organizations providing disaster relief will be matched on a \$2/\$1 basis for all relief efforts through November 30.

There are hundreds of organizations responding to disaster relief and recovery efforts and the need continues to be great. Subaru urges everyone to consider supporting the American National Red Cross at redcross.org or another disaster relief organization to help address the overwhelming need. More information on disaster relief charities can be found at sites such as CharityNavigator.org and Give.org.

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 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. 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.

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