

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

THE BARKLEYS ARE BACK: SUBARU OF AMERICA UNVEILS ALL-NEW “DOG TESTED. DOG APPROVED.” TV ADS DURING THIS YEAR’S SCREEN ACTORS GUILD AWARDS®

Subaru continues the love for four-legged friends with a series of custom digital content and partnerships

Cherry Hill, N.J., Jan 22, 2018 - Continuing its tradition of creating popular pet-focused ads, Subaru of America, Inc. has launched all-new “Dog Tested. Dog Approved.” advertising spots. The four spots showcase the Barkleys, the adorable family of Labrador and Golden Retrievers, who recently helped to launch the [all-new Subaru Ascent](#). In the newest “Dog Tested. Dog Approved.” spots, the Barkleys will take on everything from driving lessons, to the first day of school and even a doggy-run car wash.

The national television spots, created by Carmichael Lynch on behalf of Subaru of America, aired during the 24th annual Screen Actors Guild (SAG) Awards, where Subaru marked its 14th consecutive year as a proud sponsor of the SAG Awards and the SAG-AFTRA Foundation. The all-new 2019 Subaru Ascent was featured on the red carpet.

The four new national spots will air in :30s formats on network and cable television broadcasts and be featured in targeted digital and social media promotions. The four “Dog Tested. Dog Approved.” spots feature the Barkleys in scenarios not unlike those that Subaru drivers find themselves in with their own families.

- **“CAR WASH”** – See what happens when small dogs wash a big Subaru.
- **“DROP OFF”** – Emotions run high on the Barkleys’ first day of school.
- **“DRIVING LESSON”** – See what happens when Teen Barkley learns how to parallel park.
- **“DRIVE AWAY”** – Teen Barkley learns not to mess with Dad.

These spots are available to view on Subaru of America's YouTube channel here: <https://www.youtube.com/Subaru>.

“With more than half of Subaru drivers having pets, we believe it is important to celebrate the love of pets shared by our owners,” said Alan Bethke, senior vice president, marketing at Subaru of America. “Pets are considered members of our Subaru family and utilizing the Barkleys in our campaigns allows us to connect with our customers in an authentic, fun, and entertaining way.”

In addition to the creative spots, Subaru is partnering with BuzzFeed and Funny or Die on custom content that will highlight #MakeADogsDay later in the campaign flight. The custom content will include short-form videos created specifically for social platforms to engage with an audience that has an affinity towards pets.

To round out the campaign and extend the celebration of pets, Subaru of America will also be sponsoring this year's PUPPY BOWL XIV on Animal Planet, marking its eighth year as the event's Official Auto Sponsor, which airs on Sunday, February 4th.

For more information, visit: www.subaru.com/pets and follow #MakeADogsDay and #DogTestedDogApproved.

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. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).