



# Media Information

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## SUBARU OF AMERICA RECOGNIZED FOR SUSTAINABLE DEVELOPMENT ACCOMPLISHMENTS IN ENEREF INSTITUTE REPORT

Camden, N.J., Sep 12, 2018 - Subaru of America, Inc. today announced it has been recognized for achievements in sustainability by [Eneref Institute](#), a research and advocacy organization for sustainable development. In a recent report by Eneref Institute, the automaker was highlighted for its zero-landfill production plants, as well as one of its local retailers that incorporates natural light into its showroom to create a more conducive environment for purchasing decisions.

Crews Subaru in North Charleston, South Carolina is featured for using zero-net-energy natural interior daylight skylights to enhance the customers' showroom experience. The Eneref report explains that this not only benefits the retailer's customers with a warm and welcoming atmosphere, but the skylights also protect the environment by minimizing energy consumption. The skylights were specifically designed to allow the maximum amount of visible sunlight into the space at all angles of the sun in the sky.

"Because Subaru uses high-quality paint on their vehicles, the rich color is significantly enhanced under daylight," explained Seth Warren Rose, Founding Director of Eneref Institute. "Subaru customers will benefit from seeing vehicles under the full spectrum of sunlight, and at the same time, the retailer's electric lighting is reduced, decreasing greenhouse emissions in our environment."

"At Subaru, we are constantly brainstorming new ways to serve our customers and the causes they care most about," said Thomas J. Doll, President and CEO of Subaru of America, Inc. "We are honored by the Eneref Institute's recognition and proud to improve our customers' showroom experience, while also helping the environment."

Eneref Institute's report is intended to demonstrate the numerous benefits of natural interior daylight. Electrical lighting in the U.S. accounts for 17% of the total electricity consumed by residential and commercial buildings, according to the U.S. Energy Information Administration. By contrast, harvesting sunlight requires no electricity and burns no fossil fuels to light a space.

To read the full Eneref Institute report, please visit: <http://eneref.org/report-details/daylighting-reinforces-sustainability-achievements-for-subaru-of-america/>.

For more information on Subaru and the automaker's commitment to sustainability, please visit: <https://www.subaru-global.com/about/sustainability.html>.

**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 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 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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**About Eneref Institute**

Eneref Institute is a research and advocacy organization for sustainable development. The goal of Eneref Institute is to raise awareness for clear, specific solutions that foster an earth-friendly economy. Eneref Institute works to promote sustainable solutions with US and international government agencies as a liaison between government and the industry. Eneref develops influential initiatives that lead others, with messaging designed to build advocacy for common sense solutions that achieve effective results. Eneref Institute reports are available at no cost. Visit [www.eneref.org](http://www.eneref.org).