



## Media Information

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### **SUBARU OF AMERICA KICKS OFF “SUBARU LOVES THE EARTH” WITH RENEWED PARTNERSHIP WITH TERRACYCLE®**

Subaru and TerraCycle Continue Their Partnership After Hitting Major Milestone of Recycling One Million Pieces of Waste

Subaru of America, Inc. today announced its ongoing partnership with [TerraCycle®](#), the world's leader in the collection and repurposing of complex waste streams, to help divert hard-to-recycle waste from landfills and incinerators through the automaker's environmentally-focused philanthropic platform, [Subaru Loves the Earth](#). The partnership is a continuation of a successful program which recently reached a [major milestone](#) by recycling more than one-million pieces of waste. As a result of this great success, the collected waste streams were turned into useful, high-quality recycled products such as park benches and picnic tables and donated to community partners.

“Through Subaru Loves the Earth, we are proud and honored to partner again with TerraCycle to empower local communities nationwide to think about recycling in new and meaningful ways,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “This ongoing partnership allows us to act on what we at Subaru personally feel as a responsibility to protect the Earth's natural wonders and promote a cleaner planet.”

Continuing this April, 588 participating Subaru retailers nationwide will utilize [TerraCycle Zero Waste Boxes™](#) to encourage customers, employees and community partners to recycle waste streams that are commonly thought of as hard-to-recycle, including snack wrappers/bags, disposable cups, lids, plastic straws, as well as coffee and creamer capsules. In addition, Subaru will continue to encourage customers to enhance their own commitment to sustainability by collecting these waste streams at their home or office and bringing them into a local participating Subaru retailer.

“At TerraCycle, our mission is to ‘Eliminate the Idea of Waste’ and it's through partnerships like Subaru Loves the Earth that truly make a difference,” said Tom Szaky, TerraCycle CEO. “It's a privilege to continue our ongoing relationship with Subaru, and we look forward to partnering with them for many years to come.”

Following last year's successful initiative, the collected waste streams will once again be turned into high-quality recycled products, like park benches, picnic tables, and playground materials that are donated to the Subaru community partners that work with the 588 local retailers participating in the Subaru Loves the Earth initiative. Subaru retailers can also view and order products made from the recycled materials through an exclusive Subaru product line, produced in conjunction with TerraCycle, to be donated to community organizations. The automaker's commitment to

preservation is one part of the [Subaru Love Promise](#).

To learn more about Subaru Loves the Earth and the environmental work Subaru does, visit [subaru.com/environment](https://subaru.com/environment) and follow #SubaruLovesTheEarth on Instagram, Facebook and Twitter to learn more and see this initiative in action.

#### **About TerraCycle**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](https://www.terracycle.com).

#### **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](https://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).