

Media Information



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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OF AMERICA MARKETING LEAD ALAN BETHKE EARNS TOP 10 SPOT ON MOTORTREND 2020 POWER LIST

Camden, N.J., Nov 26, 2019 - Subaru of America, Inc. today announced that Alan Bethke, Senior Vice President of Marketing, Subaru of America, received a top 10 ranking in the Marketing category on the [MotorTrend 2020 Power List](#). The accolade recognizes Bethke's stewardship of the automaker's highly successful advertising and marketing, specifically the hallmark Subaru "Love" campaign that has become synonymous with the brand.

Since 2005, the MotorTrend Power List has recognized the 50 most influential people in the auto industry from around the world. The Power List includes a broad range of automotive industry personalities and influencers, from designers to CEO/CMO/COOs, race car drivers to comedians, legislators to entrepreneurs.

"It is an honor to be included in the MotorTrend Power List. This award is symbolic of the hard work and dedication from our marketing team, as well as our advertising agency Carmichael Lynch and other marketing partners who continue to grow the Subaru brand," said Alan Bethke, Senior Vice President, Marketing, Subaru of America, Inc. "For more than 10 years, our marketing efforts have tied back to one core emotion: love. The success of this campaign is directly attributable to Subaru Corporation's ability to continue building cars that people love, making our marketing efforts true to our products. Year after the year, the Subaru "Love" campaign has not only embodied Subaru, its owners and its retailers, but it has also transformed the perceptions of what a car company can and should be. This award is truly in recognition of the entire Subaru team."

The automaker's marketing efforts around the Subaru "Love" campaign has resonated with consumers, evident by 10 consecutive years of record sales. For more than 10 years of the Subaru "Love" campaign, Subaru has achieved a streak of increasing annual sales records year over year in addition to delivering record profits with the lowest customer incentives in the automotive industry.

Across more than 15 years at Subaru of America, Bethke has guided the automaker's influential and award-winning advertising creative. Under Bethke's leadership, Subaru has redefined brand marketing in the auto industry by leading the development and execution of the highly successful "Love" campaign, in addition to launching new vehicles, increasing brand and product awareness and raising favorable opinions of Subaru to record levels. Over 10 years, Subaru has become synonymous with love, with the brand tagline seeping into pop culture.

More details on the MotorTrend Power List, along with coverage of the 2020 MotorTrend Car, Truck, and Sport Utility of the Year awards, can be seen online at www.motortrend.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. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).