



Media Information

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SUBARU RANKED HIGHEST OVERALL IN INAUGURAL J.D. POWER AUTOMOTIVE BRAND LOYALTY STUDY

Camden, N.J., Aug 13, 2019 - Subaru of America, Inc. today announced the company has received the highest score among mass market automotive brands in the inaugural [J.D. Power 2019 U.S. Automotive Brand Loyalty Study](#)SM. With a customer loyalty score of 61.5% out of 100, Subaru not only beat out other mass market automakers, but ranked highest overall among all automakers reviewed in the survey.

“At Subaru, we strive to build lifelong relationships with our customers by earning their trust and exceeding their expectations through every interaction with our company,” said Thomas J. Doll, President and CEO of Subaru of America, Inc. “We are humbled to accept this award from J.D. Power and continue our commitment to earning and keeping the loyalty of our valued customers.”

The J.D. Power Automotive Brand Loyalty study used data from the Power Information Network to calculate whether an owner purchased the same brand when trading in or purchasing their next vehicle. Customer loyalty was measured by the percentage of vehicle owners who chose the same brand when obtaining their next vehicle. Calculations were based on transaction data from June 2018 through May 2019 and include all model years traded in.

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](#).