



## 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](mailto:dinfante@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

### SUBARU BREAKS GUINNESS WORLD RECORDS™ TITLE FOR THE LARGEST PARADE OF SUBARU CARS

- GUINNESS WORLD RECORDS title broken
- 1,751 Subaru vehicles participated in parade
- Proceeds will provide 500,000 meals for Feeding America
- Parade hosted by 2020 Subaru Tecnica International Subiefest

Camden, N.J., Oct 7, 2020 - Subaru of America, Inc. (SOA) today announced it has broken the GUINNESS WORLD RECORDS title for the *largest parade of Subaru cars* with 1,751 Subaru vehicles, three times as many vehicles as the previous record.

The parade, organized by the 2020 Subaru Tecnica International Subiefest, took place at the OC Fair & Expo Center in Costa Mesa, CA on Sunday, October 4. The parade spanned two miles and included 1,751 Subaru vehicles driven by Subaru owners.

The record for *largest parade of Subaru cars* was previously broken in 2015 with a total of 549 vehicles.

Subaru Tecnica International (STI) Subiefest is one of the largest annual gatherings of Subaru enthusiasts in the U.S. This year, STI Subiefest offered an alternative to its traditional festival by organizing a parade that ensured attendees' safety during the pandemic and made history.

In lieu of ticket sales this year, SOA asked for a donation to [Feeding America](#) from each registration who participated in the record-attempt. The gracious donations from the participants will provide 241,800 meals. SOA will match the donations, bringing the total number of meals to 500,000.

Feeding America will deliver the meals to two local food banks – [Los Angeles Regional Food Bank](#) and [Second Harvest Orange County](#).

“In these trying times we all search for stability in our daily lives,” said Alan Bethke, Senior Vice President of Marketing at Subaru of America. “We hope that through this donation to Feeding America, we can provide the comfort and stability of a meal for people who struggle with hunger in America. We must all stay safe but remember to help others where we can.”

The automaker's donation follows its significant partnership with Feeding America to help provide [50 million meals](#) to people most impacted by COVID-19. As the nation's largest domestic hunger-relief organization with a nationwide network of 200-member food banks, Subaru, along with its retailers, is providing crucial assistance to help communities hit hardest by the pandemic get back on their feet.

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