



Media Information

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2020 SUBARU SHARE THE LOVE® EVENT REACHES \$26.2 MILLION IN CHARITABLE DONATIONS

Subaru surpasses goal and has now donated more than \$200 million to over 1,440 national and local charity partners over last 13 years

Camden, N.J., Mar 18, 2021 - Subaru of America, Inc. today announced its donation of more than \$20.6 million to national and local charities resulting from the 2020 Subaru Share the Love® Event. When combined with participating Subaru retailer donations, the total donation climbed to \$26.2 million in 2020. More than \$200 million has been donated to charities throughout the last thirteen years of the campaign. Starting in 2008, the [Subaru Share the Love Event](#) is held from mid-November to the end of the calendar year, during which Subaru donates \$250 to the customer's choice of charities for every new Subaru vehicle purchased or leased at 632 participating Subaru retailers nationwide.

"In a year where good news was harder to come by, our 2020 Subaru Share the Love Event represented a glimmer of hope for people looking to help their communities," said Alan Bethke, Senior Vice President of Marketing, Subaru of America, Inc. "With our retailers, customers, national and local charity partners, Subaru of America has donated over \$200 million to help those in need over the last thirteen years. This, along with bringing love into the lives of our friends and neighbors, is just one more reason why Subaru is more than a car company."

The thirteenth iteration of the campaign marks the fifth consecutive year that Subaru did not place a cap on the total contributions to its national Subaru Share the Love Event charitable partners; the American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America and the National Park Foundation.

Subaru retailers selected one or two hometown charities from their community to support, adding more than 790 local causes to the annual campaign. All retailers participated in an additional hometown charity donation by offering their own 'per vehicle sold' contribution which generated nearly \$5.6 million nationwide. An additional flat donation, which totaled more than \$182,000, was also contributed by select retailers. When paired with the \$20.6 million contribution from Subaru of America, total donations climbed to \$26.2 million in 2020. National charity partners received nearly \$7.7 million, while hometown charities received \$18.5 million. Additionally, 256 Subaru retailers participated in a vehicle service donation, resulting in donations from Subaru and Subaru retailers totaling \$1.3 million.

To learn about the Subaru Share the Love Event, please visit www.subaru.com/share.

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 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 has donated more than \$200 million to causes the Subaru family cares about, and its employees have logged more than 63,000 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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