



Media Information

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SUBARU SECURES THIRD CONSECUTIVE J.D. POWER AUTOMOTIVE BRAND LOYALTY AWARD

Subaru Ranked "Best Brand Loyalty in the Automotive Industry, Three Years in a Row"

Camden, N.J., Jul 15, 2021 - Subaru of America, Inc. today announced that for the third consecutive year, the automaker has been awarded top honors in the [J.D. Power 2021 Best Brand Loyalty Award](#). The distinction recognizes automotive brands for a combination of longevity, value, trust, and performance stemming from the J.D. Power U.S. Automotive Brand Loyalty Study. Subaru earned a loyalty rate of 61.8%, the highest overall score across both the mass market (non-luxury) and luxury automakers.

"At Subaru, we strive to be more than a car company in everything we do – it's at the heart of what makes us Subaru, and we believe it's why our valued owners continue to choose Subaru," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "This award from J.D. Power is a resounding reinforcement of the loyalty of our customers and we are so proud to be able to provide long-lasting value for them, as both an automaker and a force for good in our communities."

Using data from the Power Information Network, the J.D. Power U.S. Automotive Brand Loyalty Study calculated whether an owner purchased the same brand after trading in an existing vehicle on a new vehicle. Customer loyalty is based on the percentage of vehicle owners who choose the same brand when trading in or purchasing their next vehicle. The 2021 U.S. Automotive Brand Loyalty Study calculations are based on transaction data from June 2020 through May 2021 and include all model years traded in.

The award ranks brand loyalty as an essential ambition for automakers because it leads to customers repurchasing or renewing leases from the same brand. Once brand loyalty is established, customers will presumably recommend the auto brand to other friends and family. Subaru ranked highest in its segment based on the automaker's reputation for bringing safety, trust, and value to the forefront of car shopping.

For more information on the J.D. Power Best Brand Loyalty Awards and other award information, visit jdpower.com/awards.

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 and the SOA Foundation have donated more than \$270 million to causes the Subaru family cares about, and its employees have logged nearly 78,000 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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