

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 RANKED #1 IN CUSTOMER SATISFACTION BY J.D. POWER

Automaker Recognized for Customer Satisfaction with Dealership Service among Mass Market Car Owners in 2023 U.S. Customer Service Index (CSI) Study

Camden, N.J., Mar 15, 2023 - Subaru of America, Inc. today announced it has earned the #1 ranking for customer satisfaction with dealership service among Mass Market Car Owners in the J.D. Power 2023 U.S. Customer Service Index (CSI) Study.

"Subaru retailers build lifelong relationships with their customers, and from purchase throughout their ownership, strive to give exceptional support that exceeds expectations. It's part of our mission to be More Than a Car Company and our retailers' commitment to being More Than a Car Dealer for their communities," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "This recognition confirms our belief that providing customer service with integrity, compassion, and love is integral to today's car ownership experience."

In its 43rd year, the J.D. Power 2023 U.S.CSI Study examines customer satisfaction at franchised dealer or aftermarket service facilities for maintenance or repair work among owners and lessees of one- to three-year-old vehicles. This year's study was based on responses from 64,248 verified registered owners and lessees of 2020 to 2022 model-year vehicles.

For more information about the J.D. Power CSI Study, please visit:
<https://www.jdpower.com/business/press-releases/2023-us-customer-service-index-csi-study>.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#)