



# 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)

Todd Hill  
(856) 488-3234  
[thill@subaru.com](mailto:thill@subaru.com)

## SUBARU TO ADOPT TESLA NORTH AMERICAN CHARGING STANDARD ON NORTH AMERICAN BATTERY ELECTRIC VEHICLES

- NACS provides access to Tesla Supercharging network
- System will become available in 2025

Camden, N.J., Nov 1, 2023 - Subaru of America, Inc. today announced that its parent company, Subaru Corporation, reached an agreement with Tesla, Inc. to adopt the North American Charging Standard (NACS) for the charging ports of its battery electric vehicles (BEVs) to be launched in North America beginning in 2025.

To provide customers with access to the extensive Tesla charging network, Subaru will adopt NACS ports on certain Subaru BEVs launched in North America beginning in 2025 and will continue to advance NACS adoption for its subsequent BEVs to be launched after that.

Additionally, Subaru plans to provide access to an adapter enabling NACS charging from 2025 for customers owning or leasing applicable Subaru BEVs equipped with the Combined Charging System (CCS). Customers of NACS-compatible Subaru BEVs will gain access to more than 15,000 Tesla Superchargers across North America, significantly enhancing charging convenience.

Under the new management structure established in June 2023, Subaru has announced a goal of "aiming for 50% of total global sales to be BEVs in 2030" to contribute to achieving carbon neutrality.

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