

Media Information



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SUBARU SELECTS DALLAS FOR NEW BUSINESS CENTER, EXPANDS DISTRIBUTION AND TRAINING FACILITY

Automaker shares plan for 200,000 square foot multi-purpose expansion project and future job opportunities in Coppell, Texas

Camden, N.J., May 20, 2024 - Subaru of America, Inc. today shared plans to expand its operations in the Dallas-Fort Worth area and grow its workforce by relocating its Central Region office and establishing a new customer support center in Coppell, Texas. The automaker's new Dallas Business Center will be co-located with its existing distribution and training facility as part of a 200,000-square-foot expansion project with Prologis, the leader in logistics real estate. Subaru anticipates this expansion to be completed in late 2024 and ready for occupancy by early 2025.

The Dallas Business Center (DBC) will serve as a second location for the Subaru Customer Advocacy Department (CAD), allowing Subaru to dedicate more resources towards offering exemplary customer service to owners and retailers, which is critical to its business operations. The new CAD office will help support Subaru customers, tap into the metropolitan area's professional talent pool, and allow for greater collaboration across several business areas.

Around 30,000 square feet of the project's office space will be dedicated to the automaker's Central Region sales and marketing operations, currently located in Itasca, Illinois, along with the Dallas-Fort Worth Zone office. With an estimated 100 employees, the new DBC will be one of the largest SOA team locations after its headquarters in Camden, New Jersey.

Jeff Walters, President and Chief Operating Officer at Subaru of America, Inc.: "We are excited to expand our footprint and capabilities in the southern U.S., further supporting our customers and retailer network. Dallas is a vibrant area with diverse talent that will add fresh perspectives and further enhance our company culture."

Upon completion, Subaru's multi-purpose expansion project will be LEED certified, offer EV charging for passenger vehicles, and be equipped with high-efficiency HVAC. The building will total 500,600 square feet, including a 170,000 square-foot expansion of its existing Regional Distribution Center, which stores and handles [Genuine Subaru Parts and Accessories](#). The automaker's existing Quality & Service Area Training Center, used to train Subaru retailers' technicians and Subaru field service personnel, will gain an additional classroom as part of the expansion to better support [Subaru University](#) (Subaru-U), and its local secondary and post-secondary automotive vocational initiatives.

Representatives from Subaru of America will attend the [Dallas Career Fair](#) on Thursday, May 23 from 11 a.m. to 2 p.m.

at the Doubletree Hotel on Market Center Boulevard. Those interested in future career opportunities (see list below) can attend to learn more about Subaru's new and expanding operations. The company will ramp up recruiting efforts in the latter half of 2024. For updates on employment opportunities as they become available, register with the [Subaru of America Careers Talent Community](#) or visit [Subaru.com/careers](#).

Future Career Opportunities with Subaru of America:

- Office and Administrative Management
- Logistics Coordinators
- Market Sales & Development Leaders
- Operations and Distribution Associates
- Customer Service Professionals
- Automotive Service & Parts Specialists
- Automotive Tech Specialists
- Interns

Subaru of America, Inc. is the U.S. sales and marketing subsidiary of Subaru Corporation of Japan and has been in the United States since 1968. The United States is Subaru's largest market worldwide. Last year, Subaru sold 632,086 vehicles in the U.S. through a network of more than 630 retailers.



Register with the [Subaru of America Careers Talent Community](#) or visit [Subaru.com/careers](#) for updates on future employment opportunities in Coppel, Texas.



The Dallas Business Center is part of Subaru of America's 200,000-square-foot multi-purpose facility expansion project in Coppell, Texas.

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](#).