



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Diane Anton
(856) 488-5093
danton@subaru.com

Adam Leiter
(856) 488-8668
aleiter@subaru.com

SUBARU OF AMERICA PROVIDES SUPPORT FOR HURRICANE RELIEF EFFORTS

Automaker and its retailers partner with national nonprofits to aid communities affected by Hurricanes Helene and Milton

Camden, N.J., Oct 18, 2024 - Subaru of America, Inc. today announced additional support for hurricane relief efforts across the Southeastern United States in response to Hurricanes Helene and Milton, working with existing national partners to aid in recovery programs. As part of the automaker's ongoing commitment to being [More Than a Car Company](#)®, Subaru, along with its retailers, is offering nonprofit donations and employee matching contributions to Meals on Wheels America, Feeding America®, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®), the American Red Cross, and World Central Kitchen, as well as customer financial relief to help communities recover from the storms.

As a long-standing partner of **Meals on Wheels America**, Subaru is donating \$100,000 to the national leadership organization's [Emergency Response Fund](#), helping to ensure that home-delivered meals continue during emergencies so that no senior is forgotten. These funds help provide critical resources such as meals, gas cards, generators, and repairs for local Meals on Wheels programs impacted by the storms and flooding. Subaru is the largest automotive donor to Meals on Wheels America, having contributed more than \$32 million over the past 15 years.

Subaru retailers have also committed significant resources to relief efforts, with 68 participating retailers from the automaker's Eastern Region contributing up to \$400,000 in matching funds* to Feeding America, which will support food banks in areas hardest hit by the storms. More information on retailer matching donations is available on [Feeding America's website](#).

Subaru is the largest corporate donor to the **ASPCA**®, and the automaker is contributing \$50,000 to support an emergency shelter for animals displaced by Hurricane Helene. These funds will be used for a shelter space in North Carolina, with the goal of helping to reunite pets with their families while relieving the strain on local shelters directly impacted by the storm. Since 2008, Subaru has donated over \$38 million to the ASPCA, helping more than 134,000 animals across the country.

Jeff Walters, President and COO, Subaru of America, Inc.: "Seeing the devastating impact of these hurricanes, it is clear that recovery efforts continue to be an ongoing need long after the storms have passed. By working with our trusted national partners and with the help of our retailers, we're focused on providing relief to those affected and

helping to support these communities as they begin the rebuilding process."

To assist customers affected by the hurricanes, Subaru is providing \$500 toward the lease or purchase of a new 2024 or 2025 Subaru vehicle for those whose cars were damaged or lost due to the storms. This program is available to residents in FEMA-designated disaster areas in Florida, Georgia, North Carolina, South Carolina, Tennessee, and Virginia counties, and customers will need to verify that their vehicle loss occurred during Hurricane Helene, Milton, or the floods that began on September 23, 2024.

Additionally, Subaru has launched a 2:1 employee matching donation program to benefit the **American Red Cross** and **World Central Kitchen**. For every \$1 donated by employees, the Subaru of America Foundation will contribute \$2, up to a total of \$30,000 which will be split equally between each charity. Subaru has been a long-standing partner of the Red Cross, donating multiple vehicles and over \$600,000 to the Ready 365 Giving Program, which enables the Red Cross to activate immediately and provide lifesaving aid year-round.

For more information about Subaru and its commitment to giving back, visit [Subaru.com/LovePromise](https://www.subaru.com/lovepromise).

About Subaru of America, Inc.

[Subaru of America, Inc.](https://www.subaru.com) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](https://www.subaru.com) 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.](https://www.subaru.com), 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](https://www.subaru.com), 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 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](https://www.facebook.com/subaruofamerica), [Instagram](https://www.instagram.com/subaruofamerica), [LinkedIn](https://www.linkedin.com/company/subaruofamerica), [TikTok](https://www.tiktok.com/@subaruofamerica), and [YouTube](https://www.youtube.com/subaruofamerica).

* Participating Subaru retailers will match 100% of all donations made on this page up to a total of \$400,000 from October 2 through November 15, 2024. Gifts received after the campaign or in excess of this amount will not be matched but will still help provide food and groceries for those in need.