



Media Information

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SUBARU OF AMERICA PROVIDES SUPPORT FOR FIRE RELIEF EFFORTS

Automaker and its retailers partner with national nonprofits to aid communities affected by recent California wildfires

Camden, N.J., Jan 17, 2025 - Subaru of America, Inc. today announced additional support for the communities impacted by the California wildfires, 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, 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 impacted by the fires.

As a long-standing partner of **Meals on Wheels America**, Subaru is donating \$50,000 to the national leadership organization. This will ultimately help support [local Meals on Wheels providers in the Los Angeles area](#), which are acting as an ongoing lifeline through the wildfire response and recovery. These community-based organizations are working tirelessly to ensure the older adults they serve are prepared and heeding precautionary orders, as well as navigating service delivery disruptions to continue providing home-delivered meals to those in need. Subaru is the largest automotive donor to Meals on Wheels America, having contributed more than \$32 million over the past 16 years.

Subaru is also contributing \$50,000 to the **ASPCA**® and their [California Wildfire Response & Preparedness Fund](#), supporting animal welfare organizations responding to animal needs due to the wildfires. Funding will support costs related to field operations, emergency sheltering or medical care for impacted animals, animal evacuation and relocation, or animal supply and food distribution. ASPCA's Wildfire Fund will also help organizations prepare for and build capacity to defend against future fires and other disasters. As the largest corporate donor to the ASPCA, since 2008 Subaru has donated over \$38 million to the organization, helping more than 134,000 animals across the country.

The automaker's Los Angeles zone is collaborating with Subaru retailers to support ongoing relief efforts and volunteer initiatives, including coordinating the collection of essential supplies for delivery to designated shelters and support organizations. Additional details will be shared as accessibility improves and needs assessments are finalized.

Jeff Walters, President and COO, Subaru of America, Inc.: "The widespread devastation caused by the relentless wildfires in Southern California is truly overwhelming, but we remain committed to supporting the affected communities. In collaboration with our national partners and retailers, we are working to ensure that relief reaches those who need it most, helping them rebuild their lives and move forward."

To assist customers affected by the wildfires, Subaru is providing \$500 to \$1,000 toward the lease or purchase of a new Subaru vehicle, depending on the model, for those whose cars were damaged or lost due to the destruction. This program is available to residents in designated disaster areas, and customers will need to verify that their vehicle loss occurred in one of the California counties* that were affected by the wildfires that began on January 7, 2025.

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 \$20,000 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).

*Qualifying areas in California are being defined as FEMA-designated Individual Assistance major disaster and emergency areas in the following California counties as of January 7, 2025: Los Angeles County. Updates to FEMA-designated Individual Assistance areas can be found at <https://www.fema.gov/disaster/4856>. (FEMA-4856-DR)

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).