



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 JOINS 2025 OVERLAND EXPO® AS TITLE SPONSOR WITH IMMERSIVE EXPERIENCE, CURATED WORKSHOPS, AND ENTERTAINMENT

Automaker to celebrate the adventurous spirit of Subaru owners at all five events nationwide

Camden, N.J., Mar 3, 2025 - Subaru of America Inc. today announced it is joining the [Overland Expo®](#) as a title sponsor for 2025. The Overland Expo, a premier outdoor travel event, will feature the latest Subaru adventure models, including the new 2025 Subaru Forester Hybrid, as well as the Wilderness editions of the Subaru Outback, Subaru Crosstrek, and Subaru Forester. The Subaru exhibit will be a vibrant destination for adventurers, featuring curated workshops, live [Subie & You Podcast](#) recording sessions, limited-edition giveaways, exclusive Subaru gear, and the newest accessories from leading outdoor brands such as REI and Thule.

This year's Subaru Overland Expo presence will capture the outdoor-adventure spirit of Subaru owners across the country, providing an in-depth look at what makes Subaru a leader in affordable off-roading and adventure vehicles. Attendees will have the opportunity to learn best practices from experts about off-roading, pet safety, camp setup, navigation, route planning and much more, as well as connect with fellow Subaru owners to explore vehicle customization options for outdoor adventure.

Alan Bethke, Senior Vice President of Marketing, Subaru of America, Inc.: "We are all-in on off-road adventure, and excited to join the thousands of Subaru owners making their way to Overland Expo, a destination event for outdoor enthusiasts. With our unique onsite experiences, Subaru is ready to amplify our customers' stories and show our appreciation for their dedication to our brand."

As part of its commitment to being More Than a Car Company®, Subaru will partner with local shelters to host pet adoptions at each stop along the event series. The automaker will also host workshops on pet travel safety tips, offer complimentary dog treats, provide pet water stations, and host pet-focused giveaways to support the Subaru Loves Pets® initiative.

The full schedule of the 2025 Overland Expo series includes:

- March 15-16: Costa Mesa, CA
- May 16-18: Flagstaff, AZ
- June 27-29: Redmond, OR
- August 22-24: Loveland, CO

- October 3-5: Arrington, VA

Select Overland Expo locations will also feature exclusive perks for lucky Subaru fans, such as a complimentary evening reception and an invitation to Camp Wilderness, a Subaru owner-exclusive camping area where attendees can enjoy complimentary food, beverages, and yoga classes.

For more information on Subaru at Overland Expo, visit www.subaru.com/overlandexpo.

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 \$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](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).