



# Media Information

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## SUBARU OF AMERICA APPOINTS KARLEY DOWDY AS PRODUCT COMMUNICATIONS SPECIALIST

Camden, N.J., May 21, 2025 - Subaru of America, Inc. today announced the appointment of Karley Dowdy to the role of Product Communications Specialist, based at the company's headquarters in Camden, New Jersey. In this role, Dowdy will support communications for Subaru's full model lineup. Reporting to Product Communications Manager Aaron Cole, she will assist with media relations, media site management, and product launches.

Dowdy brings more than a decade of experience in marketing, digital media, and influencer strategy. Since joining Subaru in 2023 as Senior Social Media Specialist, she has played a key role in shaping the brand's digital voice through product-focused storytelling, strategic influencer programs, and integrated content campaigns. She collaborated closely with communications and product teams to ensure message alignment while also partnering with Subaru employees, agency teams, and content creators to support product-focused initiatives and audience engagement. In addition to her digital experience, Dowdy supported real-time coverage at media and enthusiast events, capturing on-site content that elevated product visibility and storytelling.

Prior to her time at Subaru, Dowdy led social and influencer strategy for national retail client Wawa at Bounteous, where she developed and executed community-driven campaigns that deepened brand engagement and loyalty.

"Karley's expertise in storytelling and engagement is essential to Subaru's communications team," Cole said. "Her passion for Subaru's people, owners, and vehicles is immediately evident, and her enthusiasm for a rapidly growing media landscape is an incredible asset. I'm excited for her to work closely with our media partners going forward, bringing our brand and vehicles to life for audiences everywhere."

Dowdy holds a bachelor's degree in digital media from West Chester University of Pennsylvania.

### 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

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