

Media Information



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NEWSWEEK RANKS SUBARU IN 2025 GREATEST WORKPLACES LISTS

- Subaru of America, Inc. included among the top workplaces for mental well-being and for Gen Z professionals
- Automaker credits Subaru of Indiana Automotive for ranking among the best workplaces in manufacturing

Camden, N.J., Aug 5, 2025 - Subaru of America, Inc. (SOA) announced today that it has been recognized among the rankings for Newsweek's [Greatest Workplaces for Mental Well-Being 2025](#) and [Greatest Workplaces for Gen Z 2025](#). Newsweek and Plant-A Insights Group recognized Subaru as a company that prioritizes mental health and is committed to making employees feel supported, valued, and empowered in the workplace. The automaker was also highlighted as an organization that excels in areas that matter to Gen Z, including belonging and community, sustainability and awareness, compensation and benefits, training and career progression, work-life balance, working environment, company image, mental well-being, job security, and corporate culture.

Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc.: "Subaru is committed to investing in our employees' growth, well-being, and development at every stage of their journey, so we appreciate this recognition as a testament to our supportive culture. By providing the resources and opportunities our people need to grow with confidence and purpose, we are creating a vibrant workplace where the Subaru Love Promise® lives front and center."

In addition to these rankings, Subaru was also recognized as one of [America's Greatest Workplaces in Manufacturing 2025](#), which the automaker noted can be attributed to [Subaru of Indiana Automotive](#) (SIA), highlighting the manufacturer's commitment to employee engagement and workplace satisfaction. Approximately 50 percent of Subaru vehicles sold in the United States are assembled in Lafayette, Indiana, the automaker's only plant outside of Japan. Newsweek noted that companies included on the list are likely to experience stronger client loyalty and improved employee retention, pointing to a thriving workplace that benefits all involved.

Newsweek and Plant-A Insights Group gathered metrics for the Mental Well-Being and Gen Z rankings using publicly accessible data, discussions with HR professionals, large-scale confidential online surveys conducted among U.S. employees working for U.S. companies, and more. Rankings for the Greatest Workplaces in Manufacturing were assessed using publicly accessible data, over 400,000 employee interviews, and over 4.9 million comprehensive company reviews.

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](#).

About Subaru of Indiana Automotive

Subaru of Indiana Automotive Inc. (SIA), part of the Subaru family of companies, is home of North American production for the Ascent, Crosstrek, Legacy and Outback models. SIA employs more than 6,500 associates who are committed to quality, safety and environmental stewardship. For more information, visit [subaru-sia.com](#).