

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

W&L SUBARU HONORED WITH 2025 SUBARU LOVE PROMISE RETAILER OF THE YEAR AWARD

Small-town location has grown to be one of the top Subaru stores in the country while maintaining a constant focus on customer and community care

Camden, N.J., Aug 27, 2025 - Subaru of America, Inc. (SOA) today announced W&L Subaru, located in Northumberland, PA, as the winner of the 2025 Subaru Love Promise Retailer of the Year Award, recognizing the retailer for over 50 years of continuously supporting their local community. The award is presented annually to the Subaru retailer who has made a significant commitment to their customers and their community throughout the year, going above and beyond in exemplifying the [Subaru Love Promise®](#).

Andy Long, Owner of W&L Subaru: "We have built a legacy thanks to our team and the strong customer relationships that enable us to impact people's lives, giving back to the community in ways that my dad could have only dreamed of fifty-plus years ago. Being recognized as the Subaru Love Promise Retailer of the Year is an achievement that carries meaning not only for W&L Subaru, but for the organizations and the individuals who inspire us to reach our potential day in and day out."

The family automotive group was established in 1965, and W&L Subaru opened in 1972 with a focus on taking care of people and meeting challenges with a positive outlook. Since the inception of the Subaru Love Promise program, W&L has been a Love Promise and Community Commitment Gold Award winner, supporting a variety of local charities and community organizations. Over the last five years, W&L has donated over \$800,000 to local charities and causes, with a distinctly strong connection to the Children's Miracle Network at Geisinger Janet Weis Children's Hospital and the Haven Ministry Center community shelter. This commitment is reinforced in W&L's dedication to setting the bar as a Love Promise Customer and Community Commitment Award winner from the program's inception and stands tall alongside the retailer's devotion to customer service, always going above and beyond to meet the needs of Subaru owners.

Subaru of America, Inc. created the [Love Promise Retailer of the Year Award](#) to shine a spotlight on exceptional Subaru retailers who contribute to their local communities while taking efforts to turn customer transactions into lifelong owner relationships. The Love Promise is a pledge to show love and respect to all people at every interaction with Subaru and to make a positive impact in the world.

This is the 11th annual Subaru Love Promise Retailer of the Year Award. For more information about the Subaru Retailer of the Year Award, please visit: <https://www.subaru.com/our-commitment/love-promise/retailer-recognition>

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](#).