

Media Information



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SUBARU INTRODUCES NEW IMMERSIVE FACILITY DESIGN TO TRANSFORM RETAILER NETWORK

Hospitality-driven concept blends modern design and community focus to demonstrate the Subaru Love Promise®

Camden, N.J., Sep 25, 2025 - Subaru of America, Inc. today unveiled the Subaru Connection Hub, the automaker's first full redesign of its national retailer network since 2007. The new concept reimagines the automotive retail experience, transforming dealerships into immersive, hospitality-driven spaces that strengthen customer relationships and community connections while embodying the [Subaru Love Promise®](#), the company's commitment to be More Than a Car Company® by showing love and respect in every interaction.

The Connection Hub shifts traditional dealership perceptions, positioning [Subaru retailers](#) as vibrant community destinations. Customers will experience bold product displays, interactive personalization tools, and welcoming social spaces designed to make every visit – from purchase to service – memorable and meaningful.

Developed with design and architecture partner [ChangeUp](#) and refined with feedback from Subaru retailers nationwide, the concept is scalable and adaptable to facilities of all sizes. Building upon the automaker's renowned achievements in [customer service](#) and [customer satisfaction](#), the Connection Hub blends advanced technology with nature-inspired design to celebrate Subaru's heritage while setting a new standard for customer experience.

Tim Stallings, Vice President, Retailer Development, Subaru of America, Inc.: "Following decades of growth and evolution at Subaru, the new Connection Hub reflects where our brand stands today and where we are headed, while reinforcing our long-standing commitment to our customers and communities through the Subaru Love Promise. This is more than a design update – it transforms our retailers' facilities into welcoming hubs for customers and communities to connect, collaborate, and celebrate what they love about our brand."

Key features of the Subaru Connection Hub include:

- **Welcoming Promenade and Entry:** A grand, park-like pavilion with columns echoing the Pleiades stars of the Subaru logo draws visitors into an open, inviting atmosphere that sets a tone of warmth and exploration.
- **Striking Exterior Facade:** A modern glass storefront anchored by the iconic 'Big Blue' statement wall, incorporating local topographic textures to blend brand legacy with regional identity.
- **Constellation Lounge:** A café-style gathering spot with community tables, comfortable seating, and a dynamic digital media wall spotlighting Love Promise initiatives, community stories, and brand values.
- **Lifestyle Vehicle Vignettes:** Immersive displays staging Subaru models in real-world scenarios—like off-road

adventures, road trips, and EV/hybrid innovations—are paired with accessories, gear, and interactive digital narratives to inspire customers.

- **Customization Zone:** An engaging digital table where guests can tailor vehicles, discover accessories, and navigate interactive service options, enhancing personalization and ongoing product connections.
- **Outdoor Green Spaces:** Versatile areas linked to the showroom and service area, ideal for community events, relaxation lounges, family play areas, or dog parks, extending the 'nature' theme beyond walls.

Jamie Cornelius, Executive Creative Director, ChangeUp: “Subaru is a company that lives its values, and it’s an honor to help bring those values to life through a retail design that welcomes customers and strengthens community ties. The Connection Hub is more than a design concept—it’s a space where people, stories, and experiences come together.”

In addition to ChangeUp, Subaru collaborated with its retailer development team, retailer design committees, and internal stakeholders to ensure the concept aligns with both practical business needs and the brand’s vision for the future. With design intent enrollment now open, customers will begin to see the Subaru Connection Hub at participating retailers in 2026.

For more information about Subaru and to find a retailer near you, visit www.Subaru.com.

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 ChangeUp

ChangeUp is an award-winning experience agency designing for the moments where brands and customers meet. We develop brand-led experiences that create change for businesses through strategy, brand design, store design, and architecture. We drive change for fast-moving brands, from startups to the F500, working with clients including Kia, Acura, Panera Bread, Discount Tire, Chick-fil-A, Honda, bp, and Trek. We believe change is not a risk, it’s the answer. Learn more at www.changeupinc.com.