



## Media Information

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### **SUBARU AND THE ARBOR DAY FOUNDATION GIVE AWAY 65,000 TREES NATIONWIDE DURING SUBARU LOVES THE EARTH® INITIATIVE**

Regionally appropriate tree distribution program returns with nearly 600 retailers helping to strengthen local communities

Camden, N.J., Apr 1, 2026 - Subaru of America, Inc. (SOA) today announced the return of its tree distribution program in partnership with the Arbor Day Foundation™, continuing the automaker's shared commitment to environmental and community impact. As part of the Subaru Loves the Earth® initiative taking place each April, nearly 600 Subaru retailers nationwide will give away 65,000 regionally appropriate trees, helping communities grow greener, healthier spaces over time.

Trees strengthen communities by improving air quality, managing stormwater, cooling local areas, and enriching the places where people live and gather. But each year, the U.S. loses 36 million trees due to age, disease, infestation, and extreme weather, harming the environment and public health. Building upon the largest corporate community tree distribution effort in the non-profit's history, Subaru and the Arbor Day Foundation are committed to giving people across the country the opportunity to plant a tree in their own community.

**Alan Bethke, Senior Vice President, Marketing at Subaru of America, Inc.:** "Our partnership with the Arbor Day Foundation continues to bring more trees to neighborhoods across the country by putting them right in people's hands. Trees are an essential part of our daily lives, and thanks to our strong network of retailers, we're thrilled to be contributing toward a healthier future and deliver meaningful benefits that grow within the communities we serve."

Distribution events are taking place at Subaru retailers through May 16, aligned with regional planting windows. Trees can be reserved through participating retailer locations, and participants can expect a hands-on pickup experience as well as expanded resources, including tree-specific one-pagers and QR codes with care and species information to ensure these trees thrive for generations to come.

**Dan Lambe, Chief Executive Officer of the Arbor Day Foundation:** "Trees are foundational to healthy communities, and we're looking forward to seeing this effort thrive. Working alongside Subaru for another year means we will be able to reach even more communities and continue to create positive change through trees. This partnership is indicative of our shared commitment to empowered environmental stewardship and giving people the opportunity to take part in caring for the places they call home."

Customers can find a participating retailer and reserve a tree on a first-come, first-served basis, at <https://www.arborday.org/subaru-directory> with additional information about tree species and guidance available at <https://www.arborday.org/landing/subaru-planting>.

Subaru will also provide additional support through two distinct cause marketing campaigns. First, through the [Subaru Badge of Ownership program](#), the automaker will donate \$1 to the ADF, up to \$2,000 total, for every Arbor Day and Environment badge ordered.\* Second, the automaker will make a tree donation through the Arbor Day Foundation in connection with the [Gifts for Good and Subaru Love Encore](#) program, reinforcing the automaker's commitment to sustainability and giving back. For every reusable Love-Encore gift bag returned with a prepaid label, Subaru will plant a tree in partnership with the Arbor Day Foundation, creating a gifting experience that reduces packaging waste, encourages customer participation, and supports long-term reforestation efforts.

Subaru will amplify its Subaru Loves the Earth initiative with a nationwide integrated ad campaign, highlighted by the 30-second spot, "[Kids](#)". The spot will air on NBC's TODAY Show on Earth Day, on The Weather Channel as part of an Arbor Day sponsorship, and include broad support across streaming, digital, audio, Spanish-language, social, and influencer channels, with the spot also available on [YouTube/Subaru](#).

To learn more about Subaru Loves the Earth and the automaker's commitment to protecting, conserving, and helping the planet flourish for many generations to come, visit [Subaru.com/earth](#).

\*Maximum donation of \$2,000. Donations apply to orders placed from 12:01 AM EDT Wednesday, April 1st, 2026, through 11:59 PM EDT

Thursday, April 30th, 2026, through [badgeofownership.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 the Arbor Day Foundation**

The Arbor Day Foundation is a global nonprofit inspiring people to plant, nurture, and celebrate trees. They foster a growing community of more than 1 million leaders, innovators, planters, and supporters united by their bold belief that a more hopeful future can be shaped through the power of trees. For more than 50 years, they've answered critical need with action, planting more than half a billion trees alongside their partners. And this is only the beginning. The Arbor Day Foundation is a 501(c)(3) nonprofit pursuing a future where all life flourishes through the power of trees. Learn more at [arborday.org](#).