



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

SUBARU ANNOUNCES RETIREMENT OF FIXED OPERATIONS VICE PRESIDENT; NAMES SUCCESSOR AND REVISED ROLE

Promotion underscores strategic focus on ownership experience and loyalty

Camden, N.J., Apr 28, 2026 - Subaru of America, Inc. (SOA) today announced the retirement of [Jim Pernas](#), Vice President of Fixed Operations, and the coinciding promotion of [Todd Lawrence](#) to Vice President of Loyalty and Aftersales. Pernas is retiring after nearly four decades of dedicated service, having held multiple leadership roles across the country that helped strengthen the Subaru retailer network and expand the automaker's aftersales business.

After beginning his career at SOA nearly 40 years ago, Pernas is set to retire in July. Over his distinguished career, he held 15 positions across seven region and zone offices, in addition to roles based at Subaru headquarters in Camden, New Jersey. His lasting contributions helped shape the company's success, all while he consistently led by example as a trusted leader, valued resource, and mentor to colleagues.

Todd Lawrence will succeed Pernas as the role evolves within the newly renamed Loyalty and Aftersales Department, reflecting the automaker's growing emphasis on enhancing the ownership experience and supporting its [nationally recognized owner loyalty program](#). Lawrence has been part of the Subaru family since 1999, serving in various roles in both the United States and Japan. He will lead the automaker's efforts to strengthen service and future-purchase loyalty while continuing to grow parts and accessory sales.

Jeff Walters, President and COO, Subaru of America, Inc.: "When someone has spent their entire career here, it speaks to what truly makes Subaru More Than a Car Company®. It also reflects a deep sense of mutual respect and gratitude. Jim has embodied our Love Promise values, and his leadership has played a meaningful role in our success. As Todd now takes the reins of this critical department, we are confident that our best-in-class owner loyalty program will continue to thrive under his leadership."

Lawrence officially assumed his new role on March 2, 2026.

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](#).