

# Media Information



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## SUBARU "SHARE THE LOVE" DONATIONS REACH \$50 MILLION

- Subaru generates \$15 million in charitable donations in the seventh annual "Share the Love" event
- \$50 million donated to charities over the last seven years

Cherry Hill, N.J., Mar 1, 2015 - Subaru of America, Inc. today announced it has donated \$15 million to national and local charities in its 2014 "Share the Love" event bringing the total donated over the past seven years to \$50 million. During the "Share the Love" event held at the end of each year, Subaru donated \$250 for every new Subaru vehicle sold or leased. Customers who purchased or leased a vehicle during that period select one of several charities to receive the donation. The seventh-annual "Share the Love" event donated money to the following four national charities:

- [ASPCA®](#)
- [Make-A-Wish®](#)
- [Meals On Wheels America®](#)
- [National Park Foundation](#)

In addition to the four national organizations, each Subaru retailer selected a charity from their local community to support. More than 600 local charities were selected by Subaru retailers in addition to the four national charities.

In previous years, Subaru had donated a total of \$5 million per event; however, as sales of Subaru vehicles have grown since the program began seven years ago, total charitable contributions have effectively tripled to \$15 million this year.

"We are honored to be able to support both our owners' philanthropic spirit and the work of these incredible organizations," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "Share the Love is a special event and Subaru is proud to have donated \$50 million to a host of national and local charities since the inception of the program. Subaru owners and retailers are making a positive impact in their communities."

- **Thank you for Sharing the Love:** <http://bit.ly/1ChiVvi>
- **Join the dialog:** [http://www.twitter.com/subaru\\_usa](http://www.twitter.com/subaru_usa) #sharethelove

**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit [media.subaru.com](http://media.subaru.com).