



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

SUBARU OF AMERICA DONATES \$50,000 TO AMERICAN RED CROSS IN SUPPORT OF PACIFIC NORTHWEST WILDFIRE DISASTER RELIEF

Automaker supports American Red Cross efforts to provide hope and comfort to those affected by wildfires across the western United States

Cherry Hill, N.J., Nov 10, 2015 - In the spirit of its Love Promise initiative, Subaru of America Inc. has donated \$50,000 to the American Red Cross to help deliver relief to thousands of disaster victims that were affected by the recent wildfires in numerous states, including Washington, California and Oregon. Subaru's contribution has helped the Red Cross provide food, shelter, blankets, cots, emotional support, health services and other relief supplies to people affected by this regional disaster.

"Through our Love Promise program, we are constantly looking for ways to help those in need, not because it's good business, but because it's the right thing to do," said Thomas J. Doll, Subaru of America's President and COO. "Even in the most trying of times, the Red Cross is always there to provide support when people need it most, and we at Subaru are proud to partner on this worthy cause."

With raging wildfires consuming over thousands of acres throughout the Pacific Northwest, many families have been displaced from their homes, without power, shelter or food and the American Red Cross, along with hundreds of volunteers, have worked tirelessly to help those affected get back on their feet. In Oregon alone, the Red Cross opened 11 shelters as safe havens for wildfire victims, served more than 5,680 meals and snacks and distributed more than 400 relief items. Subaru's donation serves to reaffirm its commitment to supporting meaningful causes, including local communities, as part of its Love Promise program.

"Disasters can strike any community, anytime. It's so important that we are ready and able to provide aid and assistance to those affected by disaster in their time of greatest need," said David Lewis, New Jersey regional CEO, American Red Cross, "We are so grateful for Subaru's commitment to giving back and their generous contribution to support our efforts in helping wildfire victims in the Pacific Northwest get their lives back on track."

About Subaru Love Promise

The Subaru Love Promise is just that. A promise. It is a promise to do right by our community by partnering with nonprofit education, health, community, environment, and animal organizations - to set Subaru apart through our deeds

and the deeds of our partners. To be unlike any other car company by doing what is right and good, just for the sake of doing it.

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 620 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.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).