

Media Information



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SUBARU LAUNCHES EIGHTH ANNUAL SHARE THE LOVE CAMPAIGN

2015 Charitable Partners: ASPCA®, Make-A-Wish®, Meals On Wheels America And National Park Foundation

Cherry Hill, N.J., Nov 18, 2015 - Subaru of America, Inc. has launched the eighth annual "Share the Love" campaign, which will run through January 2, 2016. During this time, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities: ASPCA®, Make-A-Wish, Meals on Wheels America and National Park Foundation, or a hometown charity selected by the local Subaru retailer. By the end of this year's campaign, Subaru will have donated \$65 million to national and local causes over the eight-year life of the program.

In addition to the four national organizations, Subaru retailers once again have the opportunity to add a local charity for their customers to support. This year, over 630 hometown charities have been selected by Subaru retailers. Participating retailers are also adding their own donations to their chosen hometown charities to help spread the love even further. Total donations by Subaru and its participating retailers may exceed \$15 million.

In addition to the monetary donations made by Subaru and Subaru retailers, Subaru will once again be supporting the event through a multifaceted advertising campaign. The new creative campaign is comprised of broadcast and digital work by Subaru's AOR, Carmichael Lynch, and is being lead by the television spot, "We Call it Share the Love."

"We Call it Share the Love"

The new 60-second commercial features a series of emotional moments in the lives of those touched by the "Share the Love" event through its various charitable partners: A child's wish is granted. A lonely senior is paid a visit. A rescue dog gets a new home. Wildlife is protected. "We Call it Share the Love" is the latest commercial for Subaru, and brings to life the good things that happen when a new Subaru vehicle is purchased or leased during the Share the Love event.

"We Call it Share the Love" can be seen on Subaru of America's YouTube channel here:

https://youtu.be/u8q5O_5ggog

"Our Share the Love event has always been about supporting those causes that are important to us as a company, our customers and our retailers. This new creative work helps bring to life why we do Share the Love – it has a direct effect on the people and the world around us," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "By the end of this year, Subaru will have donated a total of \$65 million to a host of national and local charities since the inception of the Share the Love program and that has in turn helped countless people around the country – something

that gives us a great sense of pride."

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
- **Join the dialog:** http://www.twitter.com/subaru_usa #sharethelove

The ASPCA® (The American Society for the Prevention of Cruelty to Animals®)

The voice for animals for nearly 150 years, the ASPCA® has provided relief, care, and service to animals in need. Whether it is rescuing animals from abuse, introducing and enforcing more humane legislation, or supporting animal shelters across the country, each donation furthers efforts to help animals live better lives. Through the ASPCA, **Share the Love has had a significant impact on the rescue, transport, treatment and adoption of over 10,000 animals across the country.**

Make-A-Wish®

When kids with life-threatening medical conditions are granted their one true wish, they get the strength to keep fighting. Their families come together. And lives get better for everyone involved. **Thanks to Share the Love, more than 880 children with life-threatening medical conditions have received their special wish.** Help Make-A-Wish grant wishes for kids in your community.

Meals on Wheels America

More than 5,000 local, community-based programs are dedicated to fighting isolation and hunger among our nation's homebound seniors. Meals on Wheels America provides the national leadership that, along with each donation, helps deliver the nutritious meals, friendly visits and safety checks that enable seniors to continue living nourished lives in their own homes. **Through Share the Love, nearly 1.24 million meals have been delivered to seniors over the past seven years!**

National Park Foundation

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage, and inspiring generations of national park enthusiasts. The National Park Foundation is proud to partner with Subaru on the recent launch of Find Your Park/Encuentra Tu Parque, a public awareness and education movement celebrating the milestone centennial anniversary of the National Park Service in 2016 and setting the stage for the next 100 years. **You can help preserve our national treasures through Share the Love, whose donations have directly supported critical programs and projects in over 90 of our national parks.**

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.