



# Media Information

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## SUBARU 2015 SHARE THE LOVE EVENT TOTALS NEARLY \$20 MILLION IN CHARITABLE DONATIONS

- Eighth annual Share the Love donates to national and local charities
- Almost \$70 million donated to charities over the eight-year campaign

Cherry Hill, N.J., Mar 9, 2016 - Subaru of America Inc. has announced it donated nearly \$20 million to national and local charities during its 2015 Share the Love event, a record total in the eight-year history of the campaign. Held at the end of each year, Subaru donates \$250 for every new Subaru vehicle sold or leased to the customer's choice of one of several national or local charities. In total, Subaru has donated nearly \$70 million to charitable organizations through this initiative over the past eight years.

This year the Subaru Share the Love event donated to four national charitable partners, including the [ASPCA®](#), [Make-A-Wish®](#), [Meals on Wheels America](#) and the [National Park Foundation](#). Additionally, local Subaru retailers supported a local charity from their own community, adding over 630 additional causes to the Share the Love campaign.

In November 2015, Subaru pledged to donate \$15 million for this year's event, but due to another year of record sales, the company added an additional \$3.5 million for a total of \$18.5m. In addition to Subaru of America's donation, local retailers also contributed over \$690,000 via matching of hometown charity donations, resulting in a combined donation total of \$19,190,428 to national and local charities.

"Subaru drivers, retailers and employees share a passion for making a difference in our communities, and nowhere is that more evident than through the Share the Love program," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "In the eighth year of this terrific event, we are proud to have reached nearly \$70 million in donations to national and local organizations that are making a tremendous impact in communities throughout the country."

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
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### 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](http://media.subaru.com).