



## 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](mailto:danton@subaru.com)

Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

### **SUBARU OF AMERICA LAUNCHES “SUBARU UNIVERSITY” PROGRAM WITH INAUGURAL PARTNER, RESPOND INC. OF CAMDEN**

Subaru-U and Respond Inc. will cut ribbon at new Respond Repair Shop in Camden, NJ on April 29th

Camden, NJ, Apr 29, 2016 - Subaru of America, Inc. announced the launch of Subaru University, through its inaugural partnership with Respond Inc. of Camden, NJ. Subaru University, also called “Subaru-U” is a partnership program designed to combine the talent and resources of Subaru of America, its 600+ retailers nationwide, as well as select NATEF/AYES accredited Secondary and Post-Secondary schools to provide knowledge of Subaru vehicles and systems to prepare students for possible future employment at Subaru retailers nationwide.

On April 29, Subaru-U and Respond Inc., a non-profit advocate of economic independence and the welfare of individuals and families, will open the new Respond Repair Shop in North Camden, with new shop equipment donated by Subaru of America. Respond’s automotive training program will become part of Subaru-U, granting students access to Subaru web-based training and other benefits that will help them achieve ASE and Subaru Maintenance Tech Certification. Through this partnership, Subaru and its retailers, alongside Respond Inc., will take an active role in shaping the local auto technicians of tomorrow.

“While we’ve only recently broken ground on our future home in Camden, we feel a deep connection to the area and are excited to introduce our first Subaru University partnership, right here in our backyard,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “Subaru and Respond Inc. share the goal of improving the welfare and employability of the local community and we hope our partnership will lead to increased opportunities for students and potential job placement at local Subaru retailers.”

Subaru-U and Respond’s partnership will offer Camden locals the opportunity to experience the entry level training required of all Subaru technicians. Students will also have an opportunity to participate in 90-day internships on a rotating basis in both the new Respond Repair Shop and the Subaru of America Shop with successful students earning both ASE and Subaru Maintenance Tech Certification.

“We are excited about this new partnership with Subaru University and the opportunities it will open up for Camden residents,” said Wilbert Mitchell, Executive Director of Respond, Inc. “We are also thankful for Subaru’s generosity in equipping our new auto repair shop, which will create jobs and provide a valuable service to the community.”

Subaru and Respond Inc. will commence the grand opening of the Respond Repair Shop, located next to Respond’s

automotive school in North Camden, with a ribbon cutting ceremony on April 29, 2016 at 11:00 A.M. EDT. Remarks will be made by Respond Inc. Executive Director Wilbert Mitchell, Subaru of America President & COO Thomas Doll, Camden County Freeholder Jeffrey Nash and Regional Director US Dept. of Commerce Economic Development Administration Linda Cruz-Carnall.

The automotive school is located at 925 N. 8th Street in North Camden. The new retail repair shop will join Respond's other operations, including 10 child development centers, a senior center, a property maintenance (new business), a homeless day center and 75 transitional housing units, impacting more than 800 families and children annually.

For more information on Subaru-U, please email [Subaru-U@subaru.com](mailto:Subaru-U@subaru.com).

**About Respond Inc.**

Respond, Inc. is a charitable (501) (c) (3) organization created in 1967 by community residents to enhance and promote the economic independence and general welfare of individuals and families residing in Camden City and Camden County. Respond, Inc. provides comprehensive services in child care, a senior adult center, programs for homeless adults, rental housing and home ownership, youth services, employment, economic development, job training and associated programs that help people help themselves.

**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).