



More than a Car Company

Subaru of America, Inc.
2019 Corporate Impact Report





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LOVE.

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Message from our CEO

Some call it “Corporate Social Responsibility,” others “Corporate Citizenship,” or “Sustainability.” At Subaru, it’s called our “Love Promise.”

It is the first principle of our business philosophy and, indeed, our responsibility to show love and respect to all who interact with us. That is our promise. Throughout this report, we often refer to our Subaru family – for us, that encompasses our customers, our employees, our retailers, our sister facility Subaru of Indiana Automotive (SIA), and our parent company Subaru Corporation (SBR). We strive to empower all members of our family to grow and share their own positive impact.

Thank you for joining us as we highlight our Subaru family’s positive impacts throughout the last year. While our annual report contains just a sampling of our Love Promise stories and reflects benchmark data through the end of the 2019 calendar year*, we cannot go without marking the changes our world has seen since the beginning of the novel coronavirus (COVID-19), as well as the movement to address social injustices in our country, marked most recently by the death of George Floyd.

At Subaru, we have always stood shoulder-to-shoulder with the members of our family, and we now stand with those protesting for justice, equal rights, and tolerance for all people. This is our firm commitment to show love and respect to everyone with whom we interact. This commitment is central to our Subaru Love Promise, and we are committed to continuing the fight for a more equitable future for all.

I would also like to take a moment to express deep gratitude to Subaru of America (SOA) employees, our retailers, and our parent company. SBR worked tirelessly with the SOA leadership team to find ways to keep our employees safe and their jobs protected, to keep our retailers supported, and to safely continue operations so that when the country reopened, we would be ready to resume our operations quickly. Our dedicated retailers continued to remain open, even during a global pandemic, to ensure frontline medical and other essential workers – who were also Subaru owners – had safe, well-maintained vehicles to transport them to work each day. Our employees proactively sought out ways to stay true to the Subaru spirit of giving back through volunteerism at home and by helping those around them, even while practicing social distancing or while obeying stay-at-home orders. The Subaru family came together in a time of crisis to support Subaru owners, one another, and their communities, and I could not be prouder to be part of this family.



On behalf of the entire team at Subaru of America, our thoughts are with everyone who has been, and continues to be, impacted by COVID-19.

This document is focused on corporate impact – a concept that has taken on a whole new meaning in recent months. In many ways, COVID-19 has tested our commitment to being More than a Car Company. You will notice that many photos in this report were taken before the COVID-19 pandemic surfaced in the United States, when we were all able to be close to one another and gather together freely. We look forward to when we can once again gather safely, but until then, we are finding joy in growing our relationships with our SOA family by discovering ways to protect the health and safety of those around us.

Our world has changed – and is still changing – in unprecedented ways, but what has not changed is who we are. The Subaru family has maintained a focus on staying true to ourselves throughout all of this. We continue to do this by setting new goals and inviting stakeholders, like yourself, to hold us accountable for growing how we positively impact the communities in which we live, work, and serve – no matter what is happening in the world around us.

Thomas J. Doll
President & CEO, Subaru of America, Inc.



More than a Car Company™

At Subaru of America (SOA), we believe that we are More than a Car Company. Together with our retailers, we are committed to making the world a better place. We do this by living our Subaru Love Promise and by practicing our Six Stars to Guide Us – two Subaru family commitments that hold us individually and collectively accountable for being the best version of Subaru we can be.

These commitments start with our employees. SOA employs more than 1,300 incredible individuals across our corporate headquarters offices, field offices, regional distribution facilities (RDC), and training facilities. Our retailers employ an additional 38,284 people in the United States, and our sister facility, Subaru of Indiana Automotive, Inc., employs 6,500 people.

Subaru Love Promise

The Subaru Love Promise (Love Promise) is our vision to show love and respect to all people during every interaction with Subaru. This means that no matter what our role or position, we go out of our way to build deep, personal, and meaningful relationships. No matter if an individual is expressing delight for his or her vehicle or frustrations with an experience, he or she will receive love and respect from every member of our family.

Giving and receiving love and respect are basic human rights that we would like to see practiced far beyond our Subaru family, which is why, through all of our actions, we aim to spread the Love Promise philosophy as far as possible. We live by our Love Promise, not because it is good for business, but because it is the right thing to do.



THE SUBARU
LOVE PROMISE

*All data reflects the calendar year 2019 unless otherwise noted.

6 Stars to Guide Us



At Subaru, we approach all interactions through the principles and behaviors laid out by our Six Stars to Guide Us. This is the set of values which we strive to practice daily. They are how we live out our Love Promise and how we inspire and motivate our fellow Subaru family members to join the corporate impact journey.

These include:

Make “yes” your north star.

Look for ways to serve and engage our customers and our communities.

Be a shining example for others.

Demonstrate the highest integrity and trust.

Provide light in darkness to lead the way.

Provide solutions to problems, finding ways to make all stakeholders smile.

“Be the star” of someone’s day.

Be compassionate, empathetic, and an advocate for our customers, retailers, employees, and all stakeholders.

Celebrate the entire constellation.

Embrace diversity in people, ideas, and cultures.

Shine brighter, every day.

Strive for speedy, continuous improvement.



Our Parent, Subaru Corporation

Strong corporate responsibility principles and convictions run in our family. Subaru Corporation (SBR), the parent company of Subaru of America, Inc., aims to be a company that does the right thing in the right way and is trusted by employees, customers, and society. For example, whether built at facilities in Japan or the U.S., every Subaru vehicle is made in a zero-waste facility. Additionally, in 2019, Subaru introduced the Crosstrek Hybrid – the most fuel-efficient, all-wheel drive, plug-in hybrid in America^[1] with up to 90 MPG^[2].

We are proud to have a parent company dedicated to growth in the area of Corporate Social Responsibility (CSR) that has established public commitments to hold itself accountable. We look forward to the role SOA can play in SBR's identified United Nations' Sustainable Development Goals and other CSR goals.

Visit [here](#) to read their 2020 Global CSR Report.

Our Sister, Subaru of Indiana Automotive, Inc.

Subaru of Indiana Automotive, Inc. (SIA), the only U.S.-based Subaru Corporation manufacturing facility, has been a leader in environmental management since 1998, when it was the first U.S. auto plant to earn ISO 14001 Certification.

In 2019, the 20,000-square-foot training center on SIA's campus received a 364-panel rooftop solar array that provides more than half the power needed to operate its training center, while also helping reduce carbon emissions by 47%. Employees can monitor the performance of the array via a 55-inch monitor that records energy generated, the equivalent amount of CO2 emissions saved, and number of trees planted.

Our Commercial Fleet sales team also hosted factory tours of SIA to educate our fleet partners on the plant's sustainability efforts. [Visit their website to learn more.](#)

The SIA Foundation is committed to meeting the needs and improving the quality of life for residents of the state of Indiana, by awarding grants that support organizations funding specific capital projects in the areas of the arts and culture, education, and health and welfare. In 2019, the SIA Foundation awarded grants to 14 Indiana nonprofit organizations in 12 counties. [Visit their website to learn more.](#)

[1] Based on EPA-estimated electric-only energy efficiency rating. Actual efficiency may vary [2] EPA-estimated MPG equivalent on a full battery charge. Actual mileage may vary

Our Hometown, Camden, New Jersey

Although we are a relative newcomer to Camden, having moved our HQ there in 2018, we have been committed to supporting our New Jersey hometown for more than 30 years. We have continued to work with our partners to stay actively involved in the city's revitalization and have increased our support in areas such as education, job readiness training, and housing.

[At the end of this report, we have collected the various partnerships, economic impacts, and overall investments SOA made in the Camden community throughout 2019.](#)





Living Our Values



At Subaru, we make all decisions based on the values set out in our Love Promise and our Six Stars to Guide Us.

While this is only our second annual corporate impact report, we have spent decades investing in our corporate culture and operational processes to ensure we not only meet and exceed industry standards, but also offer a place where SOA employees can be proud to work. We do this through internal transparency around policies and expectations, through regular training, and through a leadership team focused on enriching our company culture.

In 2019, we took this commitment one step further by creating an internal role whose sole focus is to usher in the expansion of our corporate responsibility team, take a more holistic view of SOA's CR activities, and, ultimately, grow our impact. Through this effort, a company-wide working group was established to capture and report on CR activities from across the company, the results of which you are reading in this report.

The following section highlights just some of the ways in which we endeavored to make SOA the best possible place to work in 2019.

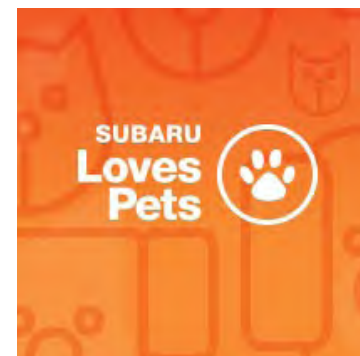


Subaru Love Promise Customer & Community Commitment

At SOA, we are committed to serving our customers and their communities. This commitment impacts every business decision we make and is core to the heart of who we are. It means we are dedicated to providing our customers with an exceptional experience. We do this by building lifelong relationships with our customers, earning their trust, and exceeding their expectations by providing customer service with integrity and compassion to our owners, those considering us, and even those that don't purchase from us. It also means we are committed to being a positive force in the communities where we live, work, and serve. We go beyond donations to partner with community organizations who are lifting up their communities and setting a positive example for others to follow. We will be discussing these commitments, as well as exemplary examples of their implementation, in greater detail later in the report.



Our Love Promise Community Commitment focuses primarily in the following areas:



Subaru Love Promise Retailer Awards

To help regularly renew our pledge to live out our Love Promise, we recognize our retailers' efforts through our Love Promise Customer and Community Commitment Awards, which nationally recognize retailers who show noteworthy commitment to their customers, their communities, or in some cases, even both.



The Subaru Love Promise Customer & Community Commitment

Recognizes the elite Subaru retailers who exhibit remarkable dedication to both pillars of the Love Promise – exceptional service to their customers and extraordinary work in their communities.

The Subaru Love Promise Customer Commitment

Celebrates Subaru retailers who demonstrate excellence in all areas of customer-focused performance and go to great lengths to make everyone feel welcome.

The Subaru Love Promise Community Commitment

Acknowledges retailers who have embraced our culture of making the world a better place while strongly supporting passions and causes in their local communities.

Throughout this report, we have highlighted examples of how our Subaru retailers are living out each of the Love Promise pillars.

Based on their 2019 results, the 2020 Subaru Love Promise Awards were presented to retailers who achieved the highest levels of dedication to Customer Satisfaction, Brand Representation, Operational Excellence, and Charities/Organizations in the Communities they serve. For a full list of recognized retailers, visit our [website](#).



Diversity, Equity, & Inclusion (DEI)

It's in our DNA to be More than a Car Company. SOA is proud to be an early advocate of DEI. We have demonstrated this over the years through our actions, like launching diversity training in the 1990s, and through long-standing relationships such as our 22-year partnership with the [National Association of Minority Automotive Dealers \(NAMAD\)](#) and our 18-year partnership with [Rainbow Push](#). We frequently seek out third-party verification of these efforts to ensure our continued growth and are proud that, as a result, we have been awarded 100% on the HRC Corporate Equality Index for 8 years and counting.

At Subaru, we believe that our differences make us stronger. We all have a story shaped by our experiences. These experiences allow us to learn from each other, offer unique approaches, add value as team members, and ultimately grow stronger together. Diversity, equity, and inclusion are core to our culture, our Love Promise, how we make decisions, and how we treat one another as humans above all else.

We acknowledge that equity advancement is never finished. It is a continual effort, which is why DEI has been and will continue to be a prioritized investment for our organization. We will continue to reflect on the implicit biases within our company and seek out targeted ways to not only overcome those biases, but also to build the careers and elevate the voices of gender minorities, Black, Indigenous, Latinx, Asian, LGBTQ, and all other traditionally underrepresented people groups and their intersectionalities.

Listening & Learning

In 2019, our HR team initiated Inclusive Leadership Training across the organization. The program is designed to align key leaders in DEI, business, and interpersonal communication. Participants used self-reflection to understand current perceptions and real-life scenarios to develop the skills necessary to diminish bias in decision-making and interaction bias, and to create positive environments for change. The Subaru executive team participated in the first session, and since its rollout, more than 232 managers have participated in one of 17 available sessions.

We also partnered with [PFLAG](#), the United States' first and largest organization uniting parents, families, and allies with members of the LGBTQ+ community, to offer training for SOA employees. More than 200 Subaru employees attended the sessions on how to be an LGBTQ+ ally in the workplace. We also hosted our first all-employee Pride event at our headquarters buildings.



Employee Resource Groups

Employee Resource Groups (ERGs) are a critical component to how Subaru engages the unique backgrounds, perspectives, and experiences of our employee base. These employee-led groups ensure diverse ideas are applied to every aspect of our business and invite employees to proudly be their authentic selves while at Subaru. In 2019, our five ERGs continued to celebrate our employees' unique backgrounds and perspectives while building the foundation for meeting our business goals.



Black & Latino Employee Network for Diversity at Subaru (BLEND S)

Black & Latino Employee Network for Diversity at Subaru (BLEND S) embraces the Subaru Love Promise by making Subaru a place where all voices can be heard. This group specifically celebrates Black and Latinx cultural milestones to recognize their importance and enlighten Subaru employees on how these cultures have impacted our world today. BLEND S is dedicated to encouraging cultural diversity at Subaru. In 2019, BLEND S:

- Hosted numerous activities to support National Hispanic Heritage Month including salsa classes; specialty foods featured in our HQ's cafeteria; a themed trivia game; artwork displays by Shawnick Rodriguez in our HQ buildings and 7041 buildings; and a patio fiesta featuring food, live music, dancing, games, and vendors
- Conducted working sessions for employees that highlighted the importance of bringing your authentic self to work
- Engaged SOA employees' participation in the Parada San Juan Batista (Puerto Rican Parade) in Camden
- Partnered with SOA ERG, Out + Ally, to volunteer at [LUCY Outreach](#) in Camden, NJ– which provides multilingual, culturally-sensitive services to low-income Camden County youth and their families – by helping with the organization's "Wednesday Night BBQ," which served almost 80 youth





Evolve

SOA's Evolve ERG focuses on employees' mental, physical, nutritional, and financial wellness by encouraging and supporting fellow coworkers in their own personal wellness journey – all with an emphasis on having fun. Evolve strives to grow SOA's community outreach by building relationships with food banks and connecting employees with health-related charity walks. In 2019, Evolve:

- Engaged employees in various health events, including a pre-event for the [Leukemia and Lymphoma Society Light The Night® Walk](#) and a “Health & Wellness Day” for all Subaru offices
- Facilitated “wellness mornings” which included activities such as a stress management course, an investment workshop, a nutrition goals setting workshop, and much more
- Established a wellness portal where flu shots, biometric screenings, and activity tracking assessments were offered



Out + Ally

Out + Ally is a network of LGBTQ+ employees and their allies that strives to establish community, support, and provides resources for LGBTQ+ employees within Subaru. Its goal is to ensure SOA's LGBTQ+ employees feel comfortable bringing their genuine, whole selves to work and to provide a forum of inclusivity and LGBTQ+ education for all Subaru employees. In 2019, Out + Ally:

- Celebrated Pride Month by hosting the first Subaru of America all-employee Pride event with 150-plus attendees
- Celebrated LGBTQ+ History Month and National Coming Out Day by participating in this year's [Garden State Equality Walk](#) in Atlantic City, NJ, which raised funds to support the innovative work Garden State Equality is doing in the areas of policy, education, and health
- Donated blankets and messages of hope to [Action Wellness](#) in honor of the relationship Subaru of America has with Dining Out for Life®
- Volunteered with Action Wellness at Outfest in Philadelphia
- Debuted the new Subaru Badge of Ownership for Pride
- Surprised employees at Subaru New Jersey offices with celebratory rainbow bagels
- Donated \$500 to [Valley Youth House](#), which provided gifts for 50 LGBTQ+ youth in need during the 2019 holiday season
- Partnered with the [Colours Organization](#) through the [Urban Affairs Coalition](#) to sponsor its winter drive, which collects cold-weather essentials for homeless people in the community
- Continued to grow SOA's partnership with PFLAG – a group dedicated to equality for LGBTQ+ people and their families – through training sessions for ERG members and straight allies, and by attending the PFLAG national conference
- Facilitated almost 100 employees being trained on how to be an LGBTQ+ ally in the workplace



Subaru Armed Forces Resource Group (SARGE)

Subaru Armed Forces Resource Group (SARGE) aims to support military veterans and their well-being – both during and after service – while raising awareness in our local communities and nationally through partners that assist veterans every day. In 2019, SARGE:

- Supported [Stand Down South Jersey](#) at the Cherry Hill, NJ, National Guard Armory to help homeless veterans with health checks, eye exams, haircuts, resume assistance, and more
- Participated in [Wreaths Across America](#), which honors deceased veterans by laying holiday wreaths at gravesites in locations including Philadelphia, Washington, D.C., Orlando, Columbus, Chicago, Denver, Dallas, and Los Angeles
- Gave away 1,000 poppy seed flower packets (the veteran flower of remembrance) for Subaru employees to plant and honor Memorial Day
- Donated 1,000 gloves and knit caps to the [Corporal Michael J. Crescenz VA Medical Center](#) in Philadelphia, PA, to honor Veterans Day
- Hosted a veterans’ luncheon with members at regional, zone, and SOA HQ offices which collected VA hospital donations; handed out coffee gift cards to veterans during the holidays; and donated knit caps and insulated gloves to veterans at local VA hospitals and clinics



Subaru Women’s Network

The Subaru Women’s Network exists to provide education, networking, mentoring, and support for all employees within Subaru of America and our community. The ERG is made up of a diverse group of people with the common goal of affecting positive change at Subaru. This group works to advance workplace policies and practices which benefit women and all employees. In 2019:

- Hosted and live-streamed an informative interview with Kitty Van Bortel, a successful woman owner of a Subaru retailer
- Live-streamed various leadership training opportunities such as the [Automotive News Leading Women Network](#) event for Subaru employees to increase their engagement in issues affecting the industry and business
- Enabled 37 women to attend professional development conferences related to diversity and women in the automotive sector, including the [Women in Automotive](#) Conference, [JPMorgan Chase Women on the Move](#), and [SJ Magazine’s Women’s Empowerment Series](#)
- Hosted a “Read-a-thon” and “Career Exploration Days” with students in Camden through [Girls Inc.](#) – a non-profit organization focused on empowering girls ages 6 to 18 to be strong, smart, and bold. Nearly 40 SOA employees volunteered to assist 74 first- through fourth-grade girls on their literacy and comprehension skills and gave each girl a book to take home at the end of the read-a-thon



Governance & Compliance

Showing respect to all people during every interaction with Subaru is a core premise of our Love Promise. That respect also reaches the laws under which we operate, not just for technical compliance, but respect for the spirit underscoring them.

In 2019, we began an extensive effort to update our policies and procedures to help ensure accountability, transparency, and equity. We also expanded our reporting to SOA's Compliance Committee to ensure ethical behavior and accountability. We instituted extensive training to employees on a wide variety of topics from data privacy and cybersecurity to DEI, to name just a few.

SOA also expects our business partners to operate in an environmentally responsible manner, display a high level of social responsibility, and strive to exceed all applicable laws. We enforce this through vendor contracts, encouraging the adoption of certifications like ISO 14001, rating parts and accessories providers, and much more. We are committed to thoughtfully considering the impacts that our decisions and actions as a company will have on our family and beyond.

Subaru Opportunity Annual Review (SOAR)

In 2019, SOA launched our SOAR process. This process was designed to foster a collaborative and systematic means to recognize, analyze, capitalize, and otherwise manage enterprise risks and opportunities. It's our approach to continuous improvement. The more we improve, the more able we are to have a positive impact on our world.

Data Privacy

Our reliance on technology is becoming increasingly important in our quest to provide our customers with the safest and highest quality vehicles possible. However, we also know that our customers trust that any data collected by Subaru is secure. To demonstrate how seriously we take data privacy, we have taken numerous steps to help safeguard the personal information of everyone who interacts with us. Over the course of 15 months, encompassing 2019, SOA developed a comprehensive program which includes expanded online training for our employees, streamlined customer contact processes, and the development of an enterprise-wide awareness program, which not only complied with all applicable laws, but also goes above and beyond to ensure our customers' data remains safe.

Training

In addition to the data privacy training described above, in 2019, we conducted regular trainings on hundreds of topics to reinforce and refresh our commitment to regulatory compliance and operational excellence. We offer employees 676 unique trainings through our employee training portal, SKILS, many which are job-specific such as Lemon Law, claims policy, import compliance, etc., and more general trainings such as management skills, project management, work life balance, cross-cultural awareness, vehicle trainings, etc

Recognition for Who We Are

Each year we are honored to be recognized for using our corporate resources to make a positive impact on the world around us. In 2019, this included:

HRC Corporate Equality Index – 100%

Subaru of America has scored 100% on the [Human Rights Campaign Corporate Equality Index](#) (HRC CEI) eight times (four consecutive years, including 2019). This honor demonstrates SOA's continued commitment to making Subaru open and safe for our LGBTQ+ employees and their families through comprehensive policies, benefits, and practices.

The CEI rating criteria consists of three key pillars:

- Non-discrimination policies across business entities;
- Equitable benefits for LGBTQ+ workers and their families; and
- Supporting an inclusive culture and corporate social responsibility.

Silver Halo Award

Each year, the [Engage for Good](#) conference awards North America's highest honor for corporate social initiatives. In 2019, SOA and the National Parks Conservation Association, in partnership with the National Park Service, park concessionaires, and surrounding communities, were recognized as the Silver Halo Award recipient for their collaborative work on the "Don't Feed the Landfills" initiative. The pilot parks involved in this effort – Denali, Grand Teton, and Yosemite – have already doubled their recycling and composting capabilities by keeping more than 16 million pounds of waste out of landfills.

22nd Annual Construction Excellence Awards

The demolition of our former headquarters building located in Cherry Hill, NJ, won an award in 2019 from the [General Building Contractors Association](#) for best practices implemented to minimize waste and environmental damage during a demolition project. The project successfully diverted 97% of the total construction demolition materials – totaling 12,418 tons of waste – from going to a landfill.



Love Promise Customer Commitment

The Love Promise Customer Commitment is how we reinforce our dedication to providing our customers with an exceptional experience that leads to strong brand loyalty.

We believe in building lifelong relationships with our customers, which requires earning their trust and exceeding their expectations by providing a customer experience from a place of integrity and passion.

This section provides an overview of some of the various ways we lived out this commitment to our customers in 2019.



Our Owners

The safety of our Subaru family is our highest priority. All our vehicles continue to meet or exceed all federal motor vehicle safety standards, and we are proud that all tested 2020 Subaru models with Subaru EyeSight® and Steering Responsive Headlights achieved an Insurance Institute for Highway Safety (IIHS) Top Safety Pick+ rating. We value that our owners must be able to trust Subaru with their most precious cargo – their loved ones.

We are also passionate about making Subaru ownership accessible to more people. We recognize car ownership in and of itself is a privilege, so we have dedicated programs to make buying a Subaru more feasible.

Following are a few examples of our programs intended to empower those who aspire to be Subaru owners while keeping them safe on the road.

Active Safety Features

Award-winning Subaru EyeSight® technology – which monitors traffic movement, optimizes cruise control, and warns drivers if they sway outside their lane – was made standard on all 2019 model year Ascent, Forester, Outback, and Legacy vehicles, and all 2020 model year Crosstrek (w/ CVT) and Impreza vehicles (w/ CVT). According to the IIHS, Subaru EyeSight technology successfully reduced the rate of rear-end collisions with injuries by 85% and reduced the rate of pedestrian-related injuries by up to 35% (IIHS data). We have sold over one million EyeSight-equipped vehicles since 2012, including 634,953 in 2019 alone.

We also offer owners a complimentary trial of SUBARU STARLINK® in-vehicle technology (an array of connected services including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and Remote Services) on all new Subaru vehicles*. We currently have more than one million vehicles equipped with SUBARU STARLINK® in-vehicle technology on the road.

College Graduate Program

In 2019, 1,095 new Subaru owners took advantage of SOA's College Graduate Program. Recent and soon-to-be graduates can apply to finance or lease a new Subaru vehicle for leases and loans approved through Subaru Motors Finance. In addition, all qualified applicants are automatically eligible for any special lease or retail offers currently available.

Military Discount Program

SOA supports veterans on and off the road through the Subaru Military Discount Program. We offer a special discount to active-duty and reserve members of the U.S. Air Force, Army, Navy, Marines, Coast Guard, Space Force, and National Guard, as well as veterans and retirees within 12 months of their date of separation. This program is also available to a spouse or domestic partner of an eligible participant residing in the same household. Once a new Subaru owner negotiates their best price with a Subaru retailer, they will receive an additional discount of \$500. In addition, the price will be further reduced by any applicable regional cash incentives in effect at the time of purchase. In 2019, 6,013 veterans and their family members became Subaru owners.

86.5%

of vehicles sold in 2019 were equipped with STARLINK® Safety and Security

75,073

response calls for roadside assistance were made directly from the vehicle

114,661

SOS calls were answered to help a customer in need

*except base trim levels and BRZ.



Parts & Shipping Service

Our commitment to quality does not stop with our cars. We recognize that our customers interact with Subaru for maintenance, customer service, and much more throughout the life of their vehicle, which is why we prioritize demonstrating our commitment to customer satisfaction during every touch point, as well as through every aspect of our supply chain. We proactively plan, procure, and distribute all of our service parts through SOA's extensive warehouse network with the ultimate goal of providing the right parts, in the right condition, and always on time to our retailers and customers. We have put procedures in place to make all parts readily accessible for retailers to order so they can provide quick access for customers. In 2019, we maintained a call wait time of less than 30 seconds, and our Regional Distribution Center fill ratios remained at over 96 percent and our port fill ratios at 99 percent.



Recognition for What We Do

Each year we are honored to be recognized as one of the most trusted auto brands, making some of the highest quality vehicles on the market. In 2019, we were recognized for our customer commitments efforts:

All tested 2020 Subaru models with Subaru EyeSight® and Steering Responsive Headlights are an IIHS Top Safety Pick+



IIHS Superior Front Crash Prevention: All 2019 Subaru models with EyeSight and Steering Responsive Headlights receive the highest possible safety rating from IIHS.**



IntelliChoice – The Best Overall Value – Popular Brand



Kelley Blue Book 5-Year Cost to Own: Subaru has the lowest 5-Year Cost to Own of all brands for 2019, according to Kelley Blue Book



Subaru is Kelley Blue Book's Most Trusted Brand for five consecutive years



2019 ALG, Subaru vehicles hold their value better than any other brand for 2019, according to ALG



J.D. Power & Associates, Subaru #1 Brand Loyalty among mainstream auto brands



2019 American Customer Satisfaction Index (ACSI), Subaru is ranked number one in owner satisfaction of any mass-market automotive brand, according to the ACSI



[Read more on awards claims and disclaimers*](#)

*Subaru.com awards claim and disclaimer language has been updated for current calendar year. **This was the 2019 result.



Subaru Ambassadors

Subaru Ambassadors are an exclusive group of enthusiastic and passionate owners who volunteer their passion and excitement to spread the word about Subaru. These individuals pledge to live out our Love Promise by doing right by their communities and ultimately helping shape the future of the SOA brand.

At SOA, we love our Ambassadors for their commitment to help others and get involved in their communities. Our Ambassadors partner with us to lend their voices, time, and experiences as an extension of the Subaru family in the communities where they live.

This year, Subaru Ambassadors participated in 787 volunteer events throughout the country, including the Subaru Ambassador Day of Caring, National Make a Dog's Day, National Cleanup Day, Subaru Love Promise activities, and many more. Through these events:

- 2,000 STEM children's books were donated to 500 libraries in Subaru Ambassador communities;
- Two local Ambassadors partnered with Don Miller Subaru East to put on the 5th annual Subaru FL4TFEST, raising \$4,500 for [UW Health American Family Children's Hospital](#);
- Ambassadors partnered with the San Francisco SOA office to support the Bay Area activation of the [NBC Clear the Shelters Event](#), a nationwide pet adoption initiative which resulted in 100 pets finding forever homes;
- Ambassadors volunteered at the [Los Angeles Regional Food Bank](#) where they helped sort over 18,700 lbs. of food, providing 16,000 meals to community members in need; and
- Ambassadors partnered with SOA to make and deliver over 3,000 personal care packs to [Cathedral Kitchen](#) in Camden, NJ,

...to name just a few





Love Promise Community Commitment



The Love Promise Community Commitment is our promise to continually seek out ways to improve the lives of those around us.

We believe in being a positive and impactful force in the communities where we live, work, and serve, not just through donations from initiatives like the Subaru Share the Love® Event, but also with actions that we hope inspire others.

SOA and our retailers are actively and intentionally investing in programs and partnering with organizations that share our values of stewarding the environment, providing opportunities for healthy and hunger-free lives for all, keeping animals safe and healthy, and making access to education available to as many as possible. Our five Love Promise community pillars — Subaru Loves the Earth, Subaru Loves to Care, Subaru Loves to Help, Subaru Loves Learning, and Subaru Loves Pets — guide how we identify our many community partners.



Subaru Share the Love® Event

For the past 12 years, we have aimed to demonstrate how we are More than a Car Company through the launch of our annual Subaru Share the Love® Event. For each new Subaru vehicle purchased or leased at 628 participating retailers during the Event, the company donates \$250 to the customer’s choice — choosing between one of our participating national charities or 1,170+ hometown charities.

In 2019, both our national and retailer charity partners helped us carry out our commitment to our Love Promise causes and passions. They included the [American Society for the Prevention of Cruelty to Animals® \(ASPCA®\)](#) for Subaru Loves Pets, [Make-A-Wish®](#) for Subaru Loves to Care, [Meals on Wheels America®](#) for Subaru Loves to Help, and the [National Park Foundation™](#) for Subaru Loves the Earth.

Share the Love Kick-off Event

We kicked off the Subaru Share the Love® Event at our Subaru of America headquarters by giving back to our hometown – Camden, NJ – with a day of packing meals for the [Food Bank of South Jersey](#). In 2019, we doubled the number of meals from 2018 by packing and donating 15,000 “KidzPacks” – the equivalent of 60,000 meals. Through this event and additional contributions, Subaru provided necessary nutrition to alleviate weekend hunger for Camden’s food insecure youth for an entire school year.

Our field offices each hosted their own Share the Love® kick-off event by hosting employee events that gave back to a local nonprofit in their community.



Subaru Share the Love® Event 2019 Data

\$24 million

in charitable donations from SOA and \$6.4 million from retailers for a total of \$30.4 million

Nearly **\$10 million**

received by national charity partners, while hometown charities received \$20.4 million

221

retailers participated in \$5 service donation, totaling \$1.1 million to hometown charities

More than **\$176 million**

donated to national and local charities over the last 12 years



Subaru of America Foundation Giving

The Subaru of America Foundation was established with the goal of supporting the communities where we live and work. Today, we are proud to say that we continue pursuing this goal and have awarded over \$9 million through grants, scholarships, and matching employee gifts to various programs. With a focus on children and young adults, we believe that together we can help build the next generation of leaders.

In 2019, the Subaru of America Foundation awarded over \$1.2 million to organizations around the nation. With a focus on education, work readiness, and employment training, we pride ourselves on investing in organizations that are making visible differences in the communities they serve.

Volunteerism

Every year, thousands of volunteer hours and paid time off are donated by SOA to serve local communities. We are proud that Subaru employees proactively seek out volunteer opportunities above and beyond those planned by our corporate teams and retailer management because they simply love giving back to their community. It is who we are.

Our Retailers

While SOA has chosen national and local partners to work with through grants, funding, sponsorships, and employee-donated volunteer hours, our retailers have gone above and beyond the call to action, ensuring that they, too, are making an intentional investment in the community in which they live, work, and serve. Placed throughout this section of the report, we have highlighted some of our retailers that have demonstrated a commitment to the Subaru Love Promise and their communities at large in 2019, but this is by no means the only work that is being done. For a look at what our retailers are working on in real time, please visit [our website](#).



8,128
volunteer hours spent with various community-based organizations and causes





SUBARU Loves the Earth

At Subaru, loving the environment means more than loving the great outdoors. It means working to preserve it. We recognize that without a healthy planet, our Subaru family does not have a place to live, work, and play in their Subaru vehicles. As an automotive company, we recognize the importance of accounting for our environmental footprint at every phase of our supply chain. We do not view sustainability as a box to check, but an ongoing learning process. We are constantly growing and improving; we feel responsible to share our best practices with the business community.

Environmental Partners

At SOA, we have built relationships with a number of environmental stewardship organizations that have and continue to educate us on how we can reduce our footprint. These partners have also helped us expand our love for the earth beyond the auto industry and into the wild places our Subaru family loves exploring so much. These partnerships give SOA the necessary tools to share conservation education with our avid outdoor enthusiast owners and to support their responsible recreation.

National Park Partnership

In 2019, Subaru continued its longstanding support for the [National Park Service](#), the [National Parks Conservation Association](#), and the [National Park Foundation](#)™ to improve infrastructure and increase employee and visitor education related to recycling and reducing waste to landfill in three national parks – Yosemite, Denali, and Grand Teton. Through the pilot project #DontFeedtheLandfills, also known as the Zero Landfill Initiative, over 16.5 million lbs. of waste were diverted from park landfills in four years. Each park has decreased its waste to landfill by 50% and doubled their recycling rate as of December 2019.

Recycle Across America

SOA continues to support [Recycle Across America](#)® (RAA), a standardized recycling label system being piloted at three national parks. The SOA donation aims to decrease landfill waste from parks by revitalizing recycling participation, replacing conflicting signs, and messaging with the RAA system to help visitors recycle easily and effectively.

Chimani

SOA partnered with [Chimani](#) to launch 59 mobile app travel guides – one for each of the 59 iconic national parks – in celebration of the 2016 National Park Service Centennial. The national park apps continue to serve as powerful park navigation tools to help visitors explore some of the country’s most beautiful areas and eliminate countless paper guides that end up in landfills.

16.5 million
lbs. of trash diverted
from landfills

50%
reduction of waste
to landfills



Clean-Up Events

In October, SOA announced that more than 12.5 tons of waste materials were collected through a series of nationwide clean-up events throughout the month of September, including scrap metals, plastics, and invasive species. A large percentage of the waste collected at Candlestick Point State Recreation Area, Eldora Mountain Resort, and Yosemite National Park was diverted from local landfills or recycled. In fact, from 2015 to 2019, the zero landfill park projects saved 21,373.74 metric tons of CO2 equivalents through our recycling efforts. Subaru reached this milestone so quickly thanks to the support of Subaru retailers, employees, partners, owners, and Subaru Ambassadors around the country.

Yosemite Facelift

SOA sponsored [Yosemite's Facelift](#) – the national park's largest organized volunteer clean-up event which helped to collect over 15,000 lbs. of trash, 80% of which was recycled and diverted from the landfill. To preserve the park's natural beauty, volunteers also removed graffiti from rocks and bridges and conducted an in-water river clean-up.

Eldora Resort National Cleanup

SOA and [POWDR](#), a longstanding ski resort partner and legacy adventure lifestyle company, hosted a pilot clean-up event at Eldora Mountain. Nearly 300 volunteers collected 4,000 lbs. of waste, and 62% of the collected waste was recycled and diverted from the landfill.

15,000

lbs. of trash collected

80%

of trash was recycled

Leave No Trace

The [Leave No Trace Center for Outdoor Ethics](#) is a national organization that protects the outdoors by teaching people how to enjoy it responsibly. Since 1999, Subaru has been the official vehicle and a proud partner of Leave No Trace, working together to create the Subaru/Leave No Trace Traveling Trainer Teams. This program enables four teams of two educators to drive across the country – in Subaru vehicles – providing learning and outreach to better educate participants and to help sustain our natural resources. They work with volunteers, nonprofit organizations, and government agencies to reduce the impact of recreational activities in these endangered areas. In 2019, the Leave No Trace program trained 60,000 individuals in the Leave No Trace principles and reached over 15.5 million consumers through events and online participation.

TerraCycle® at SOA

Throughout our multi-year partnership with [TerraCycle](#), we have worked to help Subaru retailers keep hard-to-recycle items out of landfills. The program was rolled out internally to all SOA facilities in 2018 and 2019. This year, we added to our ongoing collection of snack wrappers, coffee cups, lids, and more. Our headquarter buildings started collecting cigarette butts and sending them to TerraCycle, where the cigarettes are separated by composition and melted into hard plastic that can be remolded to make new recycled industrial products, such as plastic pallets, plastic decking, plastic benches, and mobile ashtrays. The ash and tobacco are separated out and composted in a specialized process. In 2019, our partnership with TerraCycle, has allowed SOA and its retailers to convert our hard-to-recycle items into more than 50 pieces of furniture donated to our communities.

Our 2019 national SOA and retailer Subaru Loves the Earth initiatives included recycling efforts that collected over 3 million pieces of trash (disposable cups, lids, plastic straws, coffee/creamer capsules, and snack bags) which equated to over 23 tons of waste intercepted from landfills.

23 tons of waste intercepted from landfills

REI & TerraCycle

As a part of the #OptOutside initiative, SOA partnered with REI to place [TerraCycle Zero Waste Boxes](#) in all of REI's 154 stores in October 2019. The goal was to offer a convenient way for REI members and customers to recycle snack wrappers accumulated from outdoor activities. To kick off this phase of REI's "Opt to Act" program, Subaru hosted several one-day upcycling collection drives at select REI stores. Consumers were invited to bring used snack wrappers and unwanted recreational equipment they wished to recycle, including tents, yoga mats, yoga blocks, bike tubes, bike tires, grips, and reusable beverage bottles. Between September 2019 and December 31, 2019, this partnership enabled REI to collect 33,538 pieces of hard-to-recycle waste.



National Forest Foundation (Forester Reforesting)

Every year, California wildfires threaten millions of acres of land, destroying forests and the ecosystems that depend on them. After the state's recent record-setting wildfires, Subaru and its retailers partnered with the [National Forest Foundation](#) (NFF) to help rebuild California's forests. In 2019, we planted 125,000 new trees in the areas recently devastated by the fires. This effort is part of an ongoing commitment to plant another 125,000 trees annually for the next three years.

125,000

new trees in areas recently devastated by fires

Klean Kanteen®

SOA partners with [Klean Kanteen](#) to leverage a common passion for producing durable, long-lasting products, and knowledge of doing so with the least environmental impact possible. SOA and Klean Kanteen also work together to educate the public on how to recreate responsibly. For the past five years, we have partnered with Klean Kanteen to help reduce the number of single-use plastics being used. In 2019, we donated almost 74,000 Klean Kanteen reusable beverage holders across our retailers, corporate events, and teams.

74,000
reusable beverage holders
donated across our
retailers, corporate events,
and teams



Green Retailer Programs

Eco-Friendly Retailer Program

Our Subaru retailers live out the Love Promise with the same commitment as our corporate headquarters. They are a critical member of the SOA family by reaching communities around the country and meeting the needs of our owners. The Subaru Eco-Friendly Retailer Program is a voluntary program that encourages Subaru retailers to reduce energy usage, decrease water consumption, and reduce waste sent to landfills through activities such as recycling or eco-related community outreach. In 2019, Eco-Friendly retailers increased by 15%; making more than 30% of Subaru retailers in the Eco-Friendly Retailer Program.

Signage Program

All exterior signage for SOA and Subaru retailers is manufactured by [Philadelphia Sign](#), a 115-year-old company located less than seven miles from SOA headquarters. Philadelphia Sign has been a proud local partner of SOA since 1971; 100% of Subaru exterior signage is produced from renewable energy at Philadelphia Sign plants located in New Jersey, which are powered by almost 4,800 solar panels. SOA endorses our partner's investment and commitment to environmentalism.

Bulk Oil

In 2019, SOA's Bulk Oil Program continued to utilize bulk tank truck deliveries in lieu of quart oil bottles, drastically reducing the amount of plastic used in our service. Since the program began in 2011, it has prevented 63 million+ plastic quart bottles from being used by SOA. Using bulk oil also helps eliminate the risk of oil residue contaminating groundwater/aquifers by reducing the amount of plastic quart containers in landfills. 93% of SOA's retailers use our environmentally friendly bulk oil program.

[1] Based on EPA-estimated electric-only energy efficiency rating. Actual efficiency may vary [2] EPA-estimated MPG equivalent on a full battery charge. Actual mileage may vary



Green & LEED Buildings

At Subaru, we feel responsible for sharing our commitment to the earth with our family, but we also recognize we have to walk the talk. We prioritize using LEED design standards or comparable environmentally mindful technology, as well as establishing partnerships with sustainable carpet, furniture, and construction material suppliers when building new facilities.

Camden Headquarters

Preserving the environment starts at home, which means our LEED-Certified Camden headquarters. Food waste is a huge issue in the United States; at Subaru, we originally implemented a food waste recycling program in 2014, at our former Cherry Hill headquarters. Since 2019, SOA's two headquarters buildings have recycled almost 88,000 pounds of food waste.

Subaru is constantly looking for opportunities to reduce waste as part of our everyday activities. In 2019, we eliminated the use of plastic containers in our cafes and introduced silverware to all areas of our building. Both efforts helped us significantly reduce our annual waste.

Our headquarters cafeteria also uses local produce in support of family farmers, antibiotic-free chicken, certified humane cage-free (shell) eggs, hormone- and rBGH-free milk and yogurt, sustainable seafood (based on Seafood Watch Criteria), ECO/Fair Trade coffee, and reduced antibiotic turkey.

Repurposed Materials from the Philadelphia Flower Show

SOA is a longtime supporter of the [Pennsylvania Horticultural Society](#) (PHS) and PHS's annual [Philadelphia Flower Show](#). The close of the 2019 show provided a unique opportunity to repurpose display materials from the event. Decorative pavers, a pergola, and a rain barrel were all salvaged and installed outside, just beyond our headquarters' dining area.

National Service Training Center

SOA's 107,000-square-foot National Service Training Center (NSTC) joined our new headquarters building in receiving its U.S. Green Building Council "LEED Silver" designation in July 2019. This LEED project represents yet another bold strategic investment in environmental stewardship and reaffirms SOA's commitment to being a world-class leader in environmental performance.

7041 Building

2019 saw the renovation of SOA's 7041 Building in Pennsauken, NJ, which houses our Customer Advocacy Department. The renovation included the installation of LED and occupancy-activated lighting, replacement of plumbing fixtures with low-flow devices, and new carpeting manufactured with 70% recycled content. The removed carpeting got recycled, and more than 17 tons of furniture were donated to Habitat for Humanity® and diverted from landfill. The renovation included the installation of a new roof, which replaced R-12 roof insulation with R-40 (2.5" to 6" foam) and changed the roof color from black to white, decreasing the building's "heat island" effect.





Sustainable Operations

Our operations, information technology (IT), and maintenance teams all play critical roles in helping reduce the collective SOA environmental footprint. Our IT department, for example, has reduced our environmental impact by investing in energy-efficient technology equipment and by partnering with environmentally responsible suppliers and vendors. Our printed materials aim to be as sustainable as possible, using “Sustainable Forestry Initiative (SFI)”, “Forest Stewardship Council,” or “Rainforest Alliance Certified” paper when available. For our retailer locations, the Subaru Signature Facility Program continues to seek out new, more sustainable building materials that are certified environmentally responsible. Below is an overview of SOA’s ongoing sustainability-related operations changes — and those specific to 2019.

In 2019:

- We participated in a new program with our print vendor for some of SOA’s service mailings. By investing an extra \$0.01 per mailing for 692,919 letters, we generated a commitment for 692,919 seedlings to be planted in areas in need of restoration due to natural disasters or in need of re-establishing native species.
- Our accounting department implemented a new invoice processing system which has reduced our paper consumption by approximately 31,000 sheets of paper.
- We started using the Orbio OS3 sustainable cleaning technology system which reduces the need for conventional packaged cleaning and disinfecting/sanitizing chemicals through an on-site, multi-purpose cleaning solution using just tap water, electricity, and salt.



By using green (as opposed to traditional) printing methods, the SOA Model Year 2020 (printed in 2019) brochures saved* –

887

trees

205,000

gallons of
wastewater flow

3,860 lbs.

solid waste from
being generated

*Calculations provided by Environmental Paper Network



National Business Conference

At the 2019 National Business Conference (NBC), Subaru partnered with the venue – [Mandalay Bay Resort](#) in Las Vegas, NV – to recycle over 99% of all event materials such as cardboard, food waste, paper, mixed plastics, and more, equaling over 144,500 lbs. of materials donated and recycled. More information on SOA’s involvement with the NBC can be found in the [Loves to Help](#) section.

Returning Shipping Container Initiative

In 2019, Subaru of America introduced a returnable shipping container initiative for their Regional Distribution Centers. The use of returnable crates and totes will be used to dramatically reduce the amount of shipping materials, mostly cardboard (linerboard) and wood, used in the parts distribution process. For example, at the pilot facility in Lebanon, IN, the returnable crates and totes will reduce over 400 single-use crates and over 2,000 single-use totes from waste streams every week (approximately 11 tons of wood and 6 tons of linerboard every week). Subaru successfully expanded the crates program this year to facilities in Douglasville, GA (150 crates/week) and Aurora, CO (125 crates/week), with plans to increase this effort by more than 200% in 2020 to Coppel, TX, and Florence, NJ.

11 tons
of wood weekly

6 tons
of linerboard weekly

2,000+
single-use totes weekly

Zero Landfill Gear Distribution Facility

With dramatic improvements in recycling over the years, the Subaru Gear Distribution Facility, a factory that brands and fulfills Subaru promotional materials, became zero landfill in 2019. This program includes:

- Newly adopted custom “Packsize” technology that creates special dimension boxes to reduce corrugate use and minimize plastic void fill
- Subaru Gear’s distribution center’s electricity was reduced by 13% with eco-conscious equipment upgrades
- Corrugate cardboard is auctioned off to recyclers, and non-recyclable waste (roughly 6 tons per month) is sent to energy facilities to be incinerated for power generation

Clean Fuels Program

In 2019, SOA’s Gresham, OR, Regional Distribution Center became an active participant in the [Oregon Department of Environmental Quality’s Clean Fuels Program](#). This program rewards Oregon facilities for using electric-powered lift trucks in place of more carbon-intensive, natural gas-powered lift trucks, helping reduce greenhouse gases in the transportation sector. Subaru is currently exploring adopting similar programs at some of our other Regional Distribution Centers.

Loves the Earth Retailer Highlight

SOA is proud of the amazing work our retailers continue to do for our customers and their communities. Below is one example of how one retailer is living out the Subaru Loves the Earth promise:

Planting Trees in Washoe County Parks

When Lithia Reno Subaru of Reno, NV, learned that the [Washoe County Regional Parks & Open Space](#) didn’t have the budget to provide shading for one of their local park’s soccer fields, they took matters into their own hands. In partnership with a local nursery, Lithia Reno Subaru employees donated and planted 20 new trees along the perimeter of the play field, giving the park more shaded seating areas for visitors, providing additional bird habitats, and contributing cleaner air to the growing population of the Reno-Sparks metropolitan area.

[Read more retailer stories >](#)



Leukemia & Lymphoma Society®

For our 2019 Subaru Loves to Care initiative, we continued our more than five-year partnership with the [Leukemia & Lymphoma Society](#) (LLS). LLS is the largest nonprofit organization dedicated to creating a world without blood cancers. Since 1949, they've invested nearly \$1.3 billion in groundbreaking research, pioneering many of today's most innovative approaches. LLS works tirelessly to find cures and ensure patients can access the lifesaving treatments they need. Since 2015, Subaru and our retailers have partnered with the Leukemia & Lymphoma Society to donate over 148,000 blankets and nearly 22,000 arts and crafts kits to those fighting cancer at hospitals and cancer treatment centers across the country.

In 2019 Subaru and our retailers donated:

40,000
blankets to
local hospitals

7,700
arts and
crafts kits

25,000+
messages
of hope shared



SUBARU Loves to Care

At Subaru, we believe we should all have a chance to lead a healthy life. We are aiming to give that opportunity to as many people as we can. We do this by prioritizing the safety of our customers and by investing in the communities where we live, work, and serve. SOA and our retailers have established relationships with countless community partners whom we work with to help support health initiatives. Many of our Loves to Care initiatives have focused on our hometown in Camden and are outlined in the [Camden section](#) later in the report.

Following are some of our current Subaru Loves to Care partners and events.

In 2019, Thomas J. Doll, President & CEO of Subaru of America, acted as Corporate Walk Chairperson of Leukemia & Lymphoma Society's (LLS) [Light the Night Cherry Hill](#) in southern New Jersey. Light the Night is LLS's annual fundraising walk to build awareness of blood cancers and raise money for research and support of patients and their families. Together, "Team Subaru" – made up of Subaru employees, retailers, distributor partners, vendors, friends, and family – raised \$1.35 million nationally, exceeding our fundraising goal.

\$1.35 million
raised nationally, exceeding our fundraising goal



Make-A-Wish® America

Since 2011, Subaru of America has partnered with [Make-A-Wish®](#) to grant wishes for children with critical illnesses. Through our Subaru Share the Love® Event, we have granted 2,200 wishes that Wish kids and their families will cherish for a lifetime. Below are two examples of wishes SOA helped grant in 2019:

Autumn

In January 2019, we worked with [Make-A-Wish Arizona](#) to grant Autumn's wish to go to Hawaii. At our national training conference, we brought Autumn and her family on stage for a Q&A about Make-A-Wish Arizona, only to surprise her with a performance by Polynesian dancers and drummers to let Autumn know her wish would come true. To celebrate Autumn's Hawaiian adventure, SOA gifted her and her family with baskets full of special presents to take on their trip. While in Hawaii, Autumn and her family visited the Pearl Harbor Museum, the Polynesian Cultural Center, and Sea Life Park.

Ryan

In the summer of 2019, [Make-A-Wish Colorado](#), SOA, and Schomp Subaru worked together to grant 18-year-old Ryan's wish to have his 2008 Subaru Legacy restored and customized. SOA sponsored the wish while Schomp Subaru took care of the costs of parts and labor of Ryan's new car. In July, Schomp Subaru hosted a reveal party for Ryan's family and friends. The upgrades to Ryan's vehicle were the perfect fit for this passionate Subaru owner and car enthusiast. Ryan's new-and-improved Legacy included new wheels, high-tech speakers, and a brand-new paint job (in the custom Subaru Cool Gray Khaki color), among upgrades.

Dining Out For Life

For the twelfth year, Subaru was the proud Host Sponsor for [Dining Out For Life](#) (DOFL), an annual fundraising event for community organizations serving people living with or impacted by HIV. The event involves the generous participation of thousands of restaurants, diners, and volunteers across North America. The event was created by an ActionAIDS Philadelphia (now [Action Wellness](#)) volunteer in 1991. Since SOA became Host Sponsor of DOFL, the organization has raised nearly \$50 million in charitable contributions. In 2019, SOA helped raise \$4.2 million which included:

- Nearly 60 local HIV service organizations in markets across America
- Over 2,400 participating restaurants
- Over 4,100 volunteers
- Nearly 381,000 diners
- Volunteer celebrity spokespeople included Ted Allen (author and host of Food Network's "Chopped"), actor/activist Pam Grier, and HIV-positive designer and winner of "Project Runway All-Stars" Mondo Guerra



Loves to Care Retailer Highlight

SOA is proud of the amazing work our retailers continue to do for our customers and their communities. Below is one example of how a retailer is living out the Subaru Loves to Care promise:

Cheers to Charity

Tehachapi – a small town just outside of Bakersfield, CA – is home to [Cheers to Charity](#), a seven-member nonprofit supported by Sangera Subaru of Bakersfield, which raises money to help dozens of nonprofit agencies assisting residents of Tehachapi facing cancer, poverty, joblessness, human trafficking, and special needs, or who are in need of veteran services and additional services. Annually, the Cheers to Charity committee organizes a "Night on the Town," consisting of music, dancing, a silent auction, good food, and more. For the five years this event has happened, Sangera Subaru employees have volunteered their time to work the Night on the Town, helping to raise more than \$150,000 that is distributed directly back to the community where these employees live and work.

[Read more retailer stories >](#)



SUBARU Loves to Help

In a perfect world, hunger would be history and hope would be commonplace. We believe a perfect world is possible. Through corporate giving, the Subaru of America Foundation, and the generosity of our retailers, SOA continues to uphold our commitment to using our business to support the communities where we live, work, and serve. We do this through grants, volunteerism, and donations of SOA's knowledge and resources.

In addition to the 60,000 meals donated through our Share the Love Kick-off Event, following are some of our current Subaru Loves to Help partners and events.

Meals on Wheels America

[Meals on Wheels](#) operates in virtually every community in America through a network of more than 5,000 independently run local programs. Each program's services and operations are committed to supporting its senior neighbors in having healthier and more nourished lives in their own homes. Over the past ten years of annual Share the Love® Events, Subaru and our retailers have helped Meals on Wheels America deliver over 2.2 million meals to homebound seniors.

American Red Cross

SOA has been a long-standing partner of the [American Red Cross](#), helping them to alleviate human suffering in the face of emergencies. Over the course of our partnership, Subaru has donated multiple vehicles and nearly \$500,000 in relief funds.

Through the [Red Cross Ready 365](#) initiative, SOA's recurring, Platinum-level donation has provided the American Red Cross with a sustaining gift of \$100,000, ensuring they are prepared and ready for disasters before they occur. This ultimately provided the necessary tools to quickly respond to various 2020 disasters.

Camp Out For Hunger Event

The annual [Camp Out For Hunger](#) event in Philadelphia, PA, hosted by major radio station personalities Preston & Steve®, is the nation's largest single-location food drive and a week-long live broadcast featuring local and national celebrities, athletes, TV personalities, and many other hunger heroes who come together each year to help "can" hunger.

This year, Subaru of America donated a total of 736,290 lbs. of food – an increase of 182,264 lbs. from last year. The food SOA collected directly benefitted [Philabundance](#), the largest hunger-relief organization in the Delaware Valley, and was distributed to those in need in the Camden area.

736,290 lbs. of food donated



Military Warriors

[Military Warriors Support Foundation](#) provides support and programs that facilitate a smooth and successful transition for our nation’s combat-wounded heroes and Gold Star families.

In 2019, Subaru provided four vehicles for Military Warriors Support Foundation to use for programs like Wellness Rides 4 Heroes and Skills4Life programs. The Wellness Rides 4 Heroes program serves veterans who cannot afford transportation or secure transportation through alternate means, and the Skills4Life program provides outdoor adventures with peer-to-peer mentorship. These two programs combined assisted over 200 veterans and Gold Star families by providing round-trip rides to medical appointments and outdoor adventures, with a total of over 70,000 miles driven to serve our nation’s heroes.

More Ways We Loved to Help

Our promise to being More than a Car Company is a commitment we apply to every aspect of our business, including auto shows nationwide. For example, 1,200 meals were packed by Subaru employees during this year’s LA Auto Show® to go to the [St. Vincent](#) and [West Los Angeles](#) Meals on Wheels programs, benefitting 1,200 homebound seniors.

In addition, our National Business Conference donated:

- 208 shirts to [Scouts of America](#)
- 1 pre-built barn to [Sandy Valley School](#), Sandy Valley, NV
- 3 pallets of UltraBoard™ signs to be reused at local schools in the [County Clark School District](#)
- 60 centerpieces each to [Ronald McDonald House Charities](#) and the [Las Vegas Community Healing Garden](#)
- 120 centerpieces to [Dignity Health](#)
- 345 pounds of food to [Three Square](#)

\$179,000 worth of furniture donated to **Veterans Village**

And the following to [Habitat for Humanity® Las Vegas](#):

- 85,000 square feet of carpet
- 85,000 square feet of padding
- 2 outdoor pergolas
- Misc. décor, faux garden rocks, and 2 pallets of real rocks

Subaru Mobility Assist

The Subaru Mobility Assist Program was created to empower all current and aspiring Subaru owners to live an active lifestyle, no matter their physical capabilities. Subaru provides reimbursement of up to \$1,000 on new Subaru vehicles – from authorized Subaru retailers in the U.S. – to help qualifying owners get necessary vehicle modifications due to the needs of medically recognized physical disabilities. All Subaru models can be modified to provide added features, including but not limited to:

- Left-hand gear shifter
- Hand and foot controls
- Servo-assisted controls
- Steering devices
- Pedal extensions
- Turn-signal modifications

Over the past five years, the Subaru Mobility Assist Program has invested \$1.1 million in vehicle modifications.

Loves to Help Retailer Highlight

SOA is proud of the amazing work our retailers continue to do for our customers and their communities. Below is one example of how a retailer is living out the Subaru Loves to Help promise:

Feeding the Gulf Coast

In 2013, Koby Subaru of Mobile, AL, first contacted [Feeding the Gulf Coast](#) about doing a food and fund drive to support the nonprofit. Over the past seven years, Koby Subaru has worked tirelessly to support the hunger relief efforts in the 24 counties that Feeding the Gulf Coast serves along the Central Gulf Coast of Alabama, Florida, and Mississippi, by providing funds, food donations, and volunteer hours at the warehouse in Theodore, AL. In total, Koby Subaru has helped raise more the \$71,300 – or 356,000 meals – to support its local community.

[Read more retailer stories >](#)



Subaru University

In 2015, SOA partnered with select ASE Education Foundation schools to establish Subaru University (Subaru-U) with a goal of helping answer the demand for highly skilled technicians. The vehicle market is highly competitive, and Subaru-U is our way of helping meet our own need for qualified candidates while also providing schools with access to our proven curriculum. This curriculum teaches the technical skills individuals will need to compete with the other highly trained technicians in the market and leverages SOA retailers who mentor students in soft skills, which will help them succeed in the workforce. Learn more about Subaru-U [here](#).

Subaru University Donations

Each year, the SOA team coordinates vehicle, engine, and transmission donations to 317 schools participating in Subaru University, select [ASE \(Automotive Service Excellence\) Education Foundation](#) schools and SOA to provide critical job training and mentorship to youth interested in pursuing automotive technology as a career. Our 2019 donations include:

5,439

students participated
in the hands-on program

250

donated vehicles
(valued at \$6 million)

150

transmissions delivered
(valued \$400,000)

100

engines delivered
(valued \$300,000)



SUBARU Loves Learning

It's our goal at Subaru to make the pursuit of knowledge available to as many minds as possible. For this reason, we have invested heavily in community partnerships centered around education and job training.

Following are some of our current Subaru Loves Learning partners and events.

**Photo courtesy of Hopeworks*



American Association for the Advancement of Science (AAAS)

With more than 120,000 members and some 250 affiliated societies and academies of science, AAAS serves as an authoritative source for information on the latest developments in science. Since 2015, Subaru and our retailers have partnered with AAAS through the Subaru Loves Learning initiative to donate over 278,000 award-winning science books to schools in communities across the country.

Our 2019 Subaru Loves Learning initiatives included our partnership with the AAAS :

- 91,000 science books donated
- Over \$100,000 in gift cards donated to schools for much-needed school supplies



Subaru Loves Learning Retailer Highlight

SOA is proud of the amazing work our retailers continue to do for our customers and their communities. Below is just one example of how one retailer is living out the Subaru Loves Learning promise:

Battle of the Books

Subaru of Muskegon in Muskegon, MI, wanted to help local students find their passion for reading, which is how they came up with Battle of the Books. Classrooms from across the city participated in the event, with the winning students coming from a second-grade classroom that read 1,800 books in just four weeks. Subaru of Muskegon surprised the winning students with a pizza party and \$1,000 for books, both to help build up the classroom library, as well as to provide the students with books they could own and take home with them. The classroom's teacher noted that most students do not have new, high-interest books to read at home and this event not only skyrocketed excitement around reading, but it also made the students better readers.

[Read more retailer stories >](#)





SUBARU Loves Pets

Subaru is committed to keeping all animals safe and healthy. We do this through national and local partnerships, and by seeking out ways to love on our furry friends whenever possible.

Following are some of our current Subaru Loves Pets partners and events.

Our 2019 Subaru Loves Pets initiatives included:

- Nearly 37,000 pets supported through our Pet Supply Drives
- Over 4,800 New Pet Parent Kits donated
- Over 6,400 Shelter Supply Kits donated
- Nearly 7,000 total pets supported through adoptions, microchipping, vaccinations, spaying/neutering, and more through ASPCA/Subaru Event Grant Program in 2019 and 64,000 total pets impacted to-date

\$519,600
in grant funding

109
animal welfare organizations

34
states

National Make A Dog's Day

As part of "Subaru Loves Pets" Month, we established October 22, 2019, as the first-ever National Make A Dog's Day. In partnership with our retailers, we invited animal lovers to do something special for their dogs and we sponsored a nationwide effort to help shelter dogs find loving homes — with a special emphasis on shelter dogs with special needs.

Subaru also invited dog lovers to do something special for their canine companions and share content of what they had done with the hashtag #MakeADogsDay. Over 76,000 posts were shared of owners loving on their pets during #MakeADogsDay. SOA donated \$10 to the ASPCA for every item purchased from the ASPCA's AmazonSmile Charity Lists.

6,299
items donated

\$250,000
total donated to ASPCA



ASPCA®

According to the [American Society for the Prevention of Cruelty to Animals®](#) (ASPCA®), each year, approximately 6.5 million companion animals enter shelters. At Subaru, we are committed to keeping all animals — including those in shelters — safe and healthy. Since 2015, Subaru and our retailers have partnered with local animal welfare organizations through the Subaru Loves Pets initiative to impact over 180,000 animals in need across the country. Through our 11-year partnership with the ASPCA, Subaru has provided nearly \$25 million to support the health, rescue, transport, and adoption of more than 57,000 animals.

Auto Show Pet Initiatives

Subaru of America is always looking for ways to grow how we support pets. In 2019, we hosted pet-focused events across 12 auto shows, in which:

- 43 pets were adopted
- 6,899 pet tags were engraved
- \$2,996 in donations were gathered on-site
- Over 200 pets have been adopted and countless local shelters supported since Subaru began hosting adoption events at auto shows in 2018

43

pets adopted

\$2,996

donations gathered

DIY Recycled Dog Toys

As part of our commitment to pets, Subaru employees came up with the idea to gather old and unused T-shirts that could be recycled into toys. From various SOA events and home collections, employees gathered approximately 150 shirts, cut them into strips, and braided them into dog toys over the course of several weeks. In December 2019, 300 toys were dropped off at a local shelter for use during fundraisers and for the animals in their care to enjoy. To us, even the little things matter.

Southeastern Guide Dogs

Over the last six years, the Subaru of America Orlando Zone staff and several of our Florida-based retailers have partnered with [Southeastern Guide Dogs](#) – a premier trainer of elite service dogs that provides life-changing services for people with vision loss, veterans with disabilities, and children with significant challenges such as vision impairment or the loss of a parent in the military. Since the program’s inception, SOA has sponsored three guide dogs that attend the full training program, visit local events, and excite visitors at auto shows. The partnership has included event sponsorships, vehicle donations and test drives, and free gifts for retailer customers.

In 2019, we:

- Sponsored nine walkathons with our local retailers during which Subaru vehicles held giveaways for our furry friends
- Provided Southeastern Guide Dogs with a 2020 Subaru Ascent for field work and follow-up with Guide Dog recipients



Subaru Loves Pets Retailer Highlight

SOA is proud of the amazing work our retailers continue to do for our customers and their communities. Below is just one example of how one retailer is living out the Subaru Loves Pets promise:

Allen County SPCA

In 2019, one of our Indiana-based retailers partnered with the [Allen County SPCA](#) to help the organization embark on a four-day, cross-country journey that they called “Subaru to the Rescue.” Our retailer provided 12 Subaru vehicles (seven owned by volunteers, five borrowed from the retailer) to transport the 24 volunteers to Houston and then carry the rescued dogs and volunteers back to Indiana. The trip rescued 77 dogs from an over-crowded shelter outside of Houston, TX – more than half of which found their forever homes at the adoption event that followed. The remaining 27 dogs and puppies were made available for adoption shortly after.

[Read more retailer stories >](#)



Our Hometown, Camden, NJ





The Subaru family is incredibly passionate about our investment in the greater Camden community. We have worked to demonstrate this commitment in the short time this city has been home to our headquarters by engaging in job outreach and training for residents, supporting affordable housing efforts, and actively recruiting residents for open SOA roles. In addition to our substantial financial support for the city, our employees also volunteer regularly through our various local nonprofit partnerships. We could not be prouder to be a part of this community and continue to work towards supporting the city of Camden in becoming all it can be through our presence here.

In 2019:

\$1 million+
donated in philanthropic support

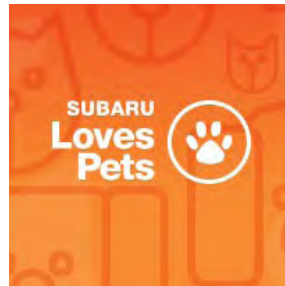
Camden Partners

When we made the move to Camden, it was important to us that we build upon our existing relationships with local community-based organizations, as well as establish new ones to ensure that any support we provided to our new hometown was both wanted and needed. Below is a sampling of the nonprofit partners with whom we have longstanding relationships within Camden. Each has provided us with an opportunity to intentionally live out our Love Promise in our own backyard, helping us meet our Love Promise Community Commitment of supporting health, pets, education, community, and the environment in Camden.

1,670
employees and vendor
partners working together
in the city of Camden

3,216+
hours volunteered in the
community of Camden

**All photos of Camden courtesy of Cooper's Ferry Partnership*



Animal Welfare Association

Subaru teamed up with the [Animal Welfare Association \(AWA\)](#) for monthly “Chow Stops” to distribute free pet food and pet supplies to Camden residents. The Chow Stops took place at [KIPP Cooper Norcross Academy](#) in conjunction with the [Food Bank of South Jersey’s](#) Camden Hope Mobile food distribution.

An additional Chow Stop was added on October 22, 2019, at [The Salvation Army Kroc Center](#) in Camden for a pet food distribution on National Make A Dog’s Day.

Between March 2019 and February 2020, SOA’s Chow Stops helped feed 1,152 pets and served 1,081 pet owners. Items distributed included:



Barnes Foundation

Subaru funded the [Barnes Foundation’s](#) expansion into Camden with their pre-K early literacy program, [Look! Reflect! Connect!](#) The program teaches students about colors, shapes, lines, and new vocabulary words and phrases, and it provides teachers with lesson plans to encourage students to think critically about the world around them.

During the 2019-2020 school year (through March 2020), the Barnes Foundation served 25 teachers and 345 students from the Early Childhood Development Center in Camden, as well as hosted approximately 105 students for a field trip to the Barnes.

6,462
lbs. of dry
pet food distributed

345
students
served

100%
of students passed
the ServSafe exam

420
girls participated in
Girls Inc. programs



Cathedral Kitchen

[Cathedral Kitchen](#) uses food to nourish people, train people, and employ people to help work toward its mission to end hunger. Subaru supports Cathedral Kitchen’s [Culinary and Baking Arts Training Programs](#) that prepare students for employment in the food service industry.

The 2019 classes achieved significant milestones. A record 100% of the 54 students who took the ServSafe exam – a national food safety and sanitation certification for the food industry – as part of the Cathedral Kitchen’s training program, passed. Of the 47 students who graduated in 2019, 41 were employed at graduation.



Girls Inc.

[Girls Inc.](#) is an organization that provides mentoring and delivers signature programs of Operation SMART, Early Grade Literacy, Healthy Sexuality, Media Literacy, and Leadership and Community Action, in order to inspire girls to be strong, smart, and bold. In 2019, following a successful pilot in Camden, Subaru made a three-year commitment to expand Girls Inc. programming within Camden.

Since September 2018, 420 girls at six school sites and one community partner site have participated in Girls Inc. programs in Camden, with many girls participating at more than one site.

In 2019, Subaru hosted a group of sixth- to seven-grade girls for a career exploration day at its headquarters in Camden, allowing the girls to experience the service shop, meet with Subaru employees, and create in the color studio. The Subaru Women’s Network’s Girls Inc. “Read-a-thon” and “Career Exploration Days” resulted in 64 hours of volunteer time, 215 books read, and 74 first- through fourth-grade girls served.



Habitat for Humanity®

Habitat for Humanity Camden County brings people together to build homes, community and hope. They provide affordable home ownership opportunities for low-to-moderate-income families in Camden, New Jersey, and surrounding communities. Since 2016, Subaru has helped build five Habitat homes in Camden and has committed to building three more through 2021.

In 2019, SOA employees volunteered over 244 hours with Habitat for Humanity Camden County.



Hopeworks 'N Camden

For the past 17 years, Hopeworks has trained Camden youth in technology solutions. Over the course of a long-term partnership, Subaru has worked with Hopeworks to provide mentorship and sponsorship opportunities through a collaborative IT department internship program. In addition to teaching Hopeworks students about technology and other critical job skills, select Subaru managers have been trained by Hopeworks' Youth Healing Team on the impact of trauma on a person's ability to succeed. Subaru will also cover the cost for any Camden-based organization to receive the same trauma training. In 2019, SOA and Hopeworks partnered on a number of other programs including Hopeworks Code Day, Advanced Coding Classes, and Teen Tech Week, just to name a few. Together, SOA and Hopeworks served over 45 Camden youth.



Joseph's House

Joseph's House of Camden works with others to aid the homeless by offering services including emergency shelter and access to supportive housing and comprehensive social services.

In 2019, Joseph's House renovated the 17,000-square-foot Pathways to Hope Community Center to add storage space for guests' personal belongings, enlarge the dining space, and increase day services that connect people to social services. With the support of partners, including Subaru, Joseph's House served 588 individuals, helped 247 people obtain personal identification, 97 secure full-time employment, and 190 people secure housing.



Share the Love Garden

Subaru also partnered with Camden Center for Environmental Transformation who supplied plants, seeds, advice, and manpower to build our Camden HQ's Share the Love Garden. Over 30 SOA volunteers planted, tended, harvested, and winterized the garden this year. In 2019 alone, 693 lbs. of vegetables and herbs were harvested and donated to Cathedral Kitchen.

244+
hours volunteered
by employees

588
individuals
served

45
youth served through
IT programs

693
lbs. of vegetables
and herbs donated





Measuring Our Impact

We recognize that our role in Corporate America has the ability to make a significant contribution toward making the world a better place.

Following is an overview of SOA's focus areas for making an impact in 2020 and beyond.





Our Focus for 2020

In 2018, Subaru of America began assessing our efforts in the context of the United Nations' 17 Sustainable Development Goals (SDGs). Set forth as a part of the UN's 2030 Agenda for Sustainable Development, these global goals and corresponding targets are intended to stimulate action in areas of critical importance for humanity and the planet. In 2019, we continued to examine and evolve our focus to advance our contribution to the UN's goals and to ultimately expand our positive impact on the world.

Below we have identified six UN SDG goals and their related targets, which will help inform our decision-making throughout 2020, and support several of the goals identified by our parent, SBR, in its global plan. We aim to grow our efforts in these focus areas, to increase the tangible ways in which we move them forward, and to hold ourselves accountable for our role in helping to make the world a better place.

UN SDGs we will be focusing on in 2020:

- UN SDG Goal #2: Zero Hunger
- UN SDG Goal #3: Good Health & Well Being
- UN SDG Goal #4: Quality Education
- UN SDG #5: Gender Equality
- UN SDG #8: Decent Work & Economic Growth
- UN SDG #12: Responsible Consumption & Production



SUSTAINABLE DEVELOPMENT GOALS



UN SDG Goal #2: Zero Hunger

End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.

- 2.1: By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious, and sufficient food all year-round

SOA 2020 Action Areas:

- [Share The Love Event®](#)
- [Subaru Loves to Help initiatives](#)
- [COVID-19 Relief efforts](#)
- [Empower Camden™ Programs](#)



UN SDG Goal #3: Good Health & Well Being

Ensure health lives and promote well-being for all, at all ages.

- 3.4: By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being
- 3.6: By 2020, halve the number of global deaths and injuries from road traffic accidents

SOA 2020 Action Areas:

- [Subaru Loves to Care initiatives](#)
- [Employee well-being](#)
- [Excellence in vehicle safety](#)



UN SDG Goal #4: Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

- 4.3: By 2030, ensure equal access for all women and men to affordable and quality technical, vocational, and tertiary education, including university
- 4.4: By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship
- 4.7: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

SOA 2020 Action Areas:

- Subaru Loves Learning initiatives
- Career exploration and employment skills training for underserved and underrepresented communities
- Empower Camden™ Programs
- Subaru University program
- Professional development for Subaru employees
- Growth of Employee Resource Groups' impact
- Expansion of internal and external equality initiatives
- Employee inclusive leadership training



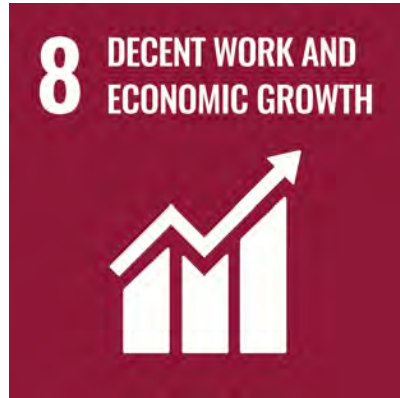
UN SDG #5: Gender Equality

Achieve gender equality and empower all women and girls.

- 5.1: End all forms of discrimination against all women and girls everywhere
- 5.5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life

SOA 2020 Action Areas:

- Recruitment, development, retention, and promotion of underrepresented talent
- Growth of Employee Resource Groups' impact
- Expansion of internal and external equality initiatives



UN SDG #8: Decent Work & Economic Growth

Promote sustained, inclusive, and sustainable economic growth; full and productive employment; and decent work for all.

- 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities and equal pay for work of equal value
- 8.6: By 2020, substantially reduce the proportion of youth not in employment, education, or training

SOA 2020 Action Areas:

- Empower Camden™ Programs
- Career exploration and employment skills training for underserved and underrepresented communities
- Job fairness and equity evaluation
- Recruitment, development, retention, and promotion of underrepresented talent
- Subaru University program



UN SDG #12: Responsible Consumption & Production

Ensure sustainable consumption and production patterns

- 12.2 By 2030, achieve the sustainable management and efficient use of natural resources
- 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse
- 12.8: By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

SOA 2020 Action Areas:

- Subaru Loves the Earth initiatives
- Promotion and education around waste reduction, reuse, and recycling
- Environmentally responsible product enhancements
- Facility waste diversion and energy reduction initiatives



The UN SDGs provide a shared blueprint for peace and prosperity for people and the planet, now and into the future.

However, a company without a strong foundation will be unable to contribute to these goals. Sustainable business operations through effective governance and decision-making processes is imperative for an organization to have a positive impact on our world. It is what will allow us to advance the SDGs, expand our Love Promise work, and continue growing in the countless other ways in which we strive to be More than a Car Company.

Subaru of America 2020 Action Areas:

- Implementation of Enterprise Risk Management
- Vendor engagement in business sustainability
- Continued implementation of data security best practices
- Enriched customer interactions and relationships
- Maintain ISO140001 Certification
- Continued reporting

As we look to the year ahead, we are excited to continue listening, helping, and growing. Thank you for being a part of our Subaru family.





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