



**Subaru of America, Inc.
2023-2024 Auto Show Season
PR Recommendations**

Dear Auto Show Management,

Thank you for partnering with Subaru of America, Inc. this year.

The following PR Kit will help you promote the presence of Subaru at your auto show. Within, you will find an overview of our planned activations, as well as key message points and photos.

Regards,

Corporate Communications
Subaru of America, Inc.

Overview:

As part of the Subaru Loves Pets® initiative, Subaru of America partners with animal shelters and rescues local to each auto show to host pet adoptions for auto show attendees. The focus of the adoption events is to help animals in need within each community find loving homes.

Please note: Each pet organization is hosted by Subaru and as such, any desire to promote the adoption event should be vetted by Subaru before reaching out to the pet organization.

Key Message Points:

- Subaru of America is proud to partner with local animal shelters and rescues to host this pet adoption event during the auto show. Together, our goal is to find loving homes for the many animals in need within the community. Since the Subaru Loves Pets® auto show adoption events began in 2018, more than 1,200 pets have been adopted and countless local shelters supported.
- According to ASPCA®, approximately 6.3 million companion animals enter shelters each year. Our hope is that these adoption events can raise awareness for the animals in need of homes, and ideally, unite a companion pet with a loving owner.
- To date, Subaru and its retailers have donated over \$51 million to national and local organizations to help in the adoption, rescue, transport, and health of over 420,000 animals nationwide.
- We encourage all auto show attendees to visit our exhibit and consider adopting a pet or spreading the word about an adoptable pet on social media using #SubaruLovesPets, #[insert autoshowhashtag]. Those who have already adopted a pet are invited to make a donation to help improve the lives of pets local to the [insert Auto Show or region] area. All donations and proceeds to our exhibit will go directly to the pet organization hosted on that day and the animals in their care.
- It is of utmost importance to Subaru to protect all pets, staff, and visitors at the Subaru Loves Pets exhibit. All those who enter the exhibit will be required to sanitize upon entering and exiting the park at the hand sanitizing stations conveniently made available. Attendees under the age of 18 must be accompanied by adult supervision.
- This auto show adoption event is a part of the Subaru Loves Pets® initiative, which is dedicated to improving the safety and well-being of animals in communities nationwide and to ultimately get animals out of shelters and into loving homes. For more information on Subaru Loves Pets, please visit www.subaru.com/pets, as well as follow #SubaruLovesPets and #MakeADogsDay on social media.
- “At Subaru, we believe all pets deserve a loving home and that’s why we are committed to improving the lives of as many shelter animals as possible,” said Alan Bethke, Senior Vice President of Marketing, Subaru of America, Inc. “We have seen great success with our adoption events at auto shows over the years, so in the spirit of bringing joy to both shelter pets and prospective owners, we are excited to continue the tradition at auto shows this season.”

SUBARU LOVES PETS ADOPTION ACTIVATION





SUBARU NATIONAL PARKS WILDERNESS DISPLAY

Overview:

Subaru brings to each major auto show a one-of-a-kind display honoring their long-standing support of the national parks and partnership with the National Park Foundation. The display allows attendees to experience the sights, smells, sounds and feeling of the wilderness in America's great national parks, without leaving the auto show, in an experience designed to celebrate the relationship between Subaru customers and their love for outdoor adventure.

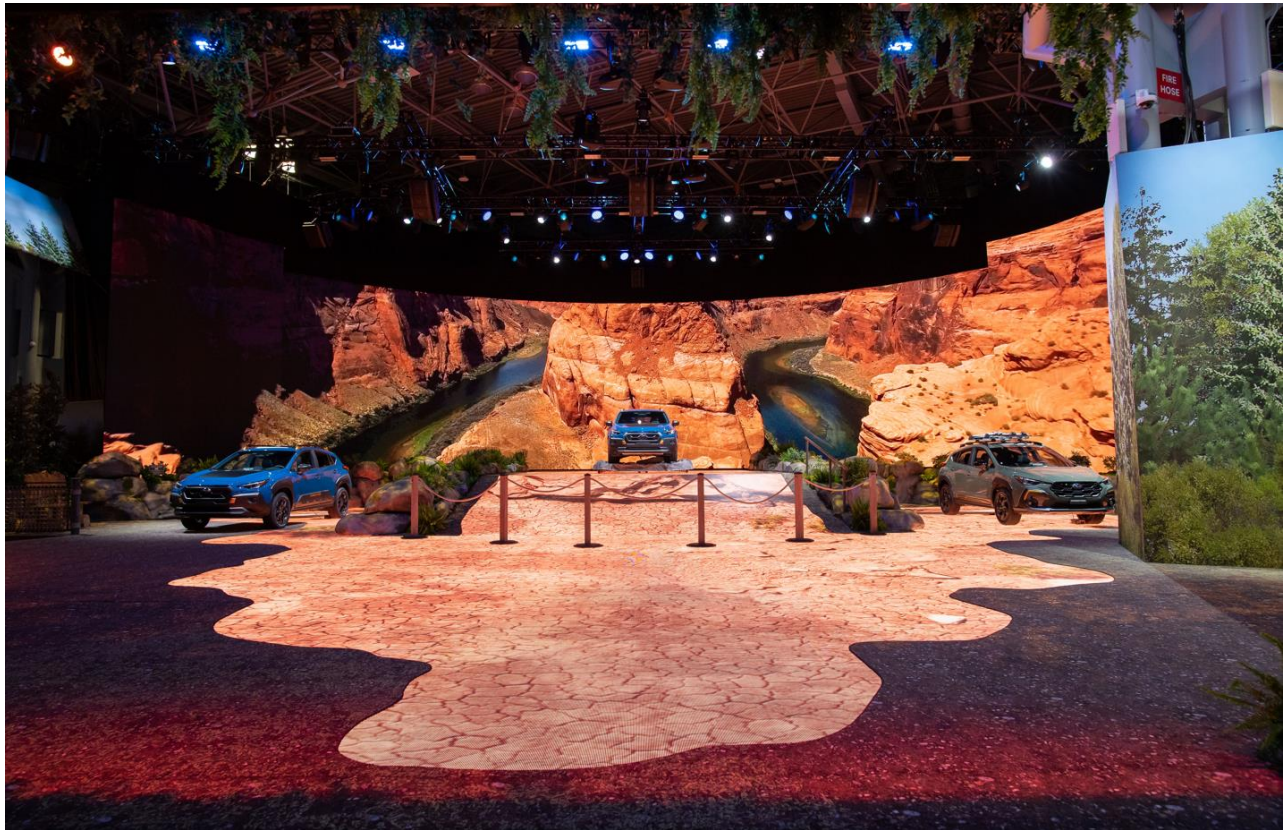
We have taken that same theme and message to all our smaller show kits as well.

Key Message Points:

- To celebrate Subaru owners' love for both the great outdoors and adventure, the Subaru display allows attendees to experience the rugged wilderness of America's greatest national parks in an immersive experience that engages the senses.
- Auto show attendees are surrounded by the elements of nature while viewing several core Subaru [models](#), including the 2024 Outback, 2023 Forester, 2024 Crosstrek – each available in [Wilderness](#) trim (specifically engineered for off-road exploring), the Ascent 3-row SUV, and the 2023 Solterra EV.
- Featuring a mix of recycled and sustainable materials and state-of-the-art technology, the exhibition represents the sights, sounds, scents, and weather of these majestic landmarks while creating a one-of-a-kind sensorium experience.
- In an effort to further bring its [zero-landfill efforts](#) to life, Subaru created the display with sustainable materials wherever possible, serving as a testament to the automaker's 20-year history of supporting the parks through [partnerships](#) with organizations like the [National Parks Conservation Association](#) and [Leave No Trace](#).
- Subaru is the largest corporate donor of the National Park Foundation, providing over \$55 million in support and helping protect America's over 400 national parks. Since 2013, Subaru has worked closely with the National Park Foundation, including support for the Find Your Park campaign and launch of the [Don't Feed the Landfills Initiative](#) to divert waste in the national parks.
- Overall, Subaru has provided over \$70 million to organizations working to conserve America's national parks – helping to fund efforts such as responsible outdoor education, recycling, composting and waste reduction operations, future EV infrastructure, and programs that help increase access to the outdoors.
- In 2021, Subaru became a premier partner of three National Park Foundation initiatives: Outdoor Exploration, Resilience and Sustainability, and Parks of the Future. [Outdoor Exploration](#) supports programming that eliminates barriers and expands access to the national parks, [Resilience and Sustainability](#) supports sustainable and resilient park operations, and [Parks of the Future](#) harnesses the power of technology and innovation to help the National Park Service plan for the future, including how to improve infrastructure to accommodate electric vehicles in and around national parks.







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