



Todd Hill
Manager, Product Public Relations
856.488.3234
thill@subaru.com

Jessica Tullman
Product Communications
310.352.4400
jtullman@subaru.com

Charles Ballard
Product & Technology Communications
856.488.8759
cballard@subaru.com

FOR IMMEDIATE RELEASE

Something Wild is Coming

Camden, N.J. – March 16, 2021 – Subaru of America, Inc. has invited people to join the auto manufacturer for a world premiere later this month.

The next evolution of Subaru capability is coming, and it is packed with functional technology and rugged features, inside and out.

Please visit <https://www.subaru.com/something-wild> for more information about the upcoming event.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#),

which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$165 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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