



THE SUBARU LOVE PROMISE

What is the Love Promise?

The Love Promise is a promise made by Subaru and our retailers to do right by our communities in which we all live and work. It's our promise to continue making a positive impact on the world and our neighborhoods. We commit to this pledge because it's the right thing to do.

Why is it important?

The aim is to show love through action. To do good for the sake of good. Subaru has demonstrated and celebrated this philosophy for years, and it's what sets us apart from other car companies. With the help and dedication of our retailers also embracing this same idea of Love, together, we can turn customer transactions into owner relationships.

The most important part is that many of our retailers, possibly even your dealership, are already doing things that support local communities and causes most important to our customers. By signing the Love Promise pledge, Subaru can shine a spotlight on these efforts and help promote them locally and nationally to current and potential customers.

[More information can be found on Subarunet.com by clicking Marketing > Love Promise.](#)

By Signing the Love Promise Pledge today, you'll:

- Strengthen the perception of your dealership in your local community by showing the human side of your business
- Receive branded tools to shine a spotlight on your efforts:
 - [Subaru.com/LovePromise](#) pledge mention
 - [Love Promise retailer website pages](#)
 - [Love Promise Subaru Digital Showroom pages](#)
 - [Love Promise Care Connect communications— Direct Mail and Email Market drivers](#)
- Be entered into monthly and annual contests that will reward outstanding examples of commitment to the Love Promise
 - [Monthly winners will get a \\$500 cash prize](#)
 - [Monthly winners and runner-ups will gain national recognition and be featured on Subaru.com/lovepromise](#)
 - [Each year, SOA will also reward one monthly winner with a \\$5,000 cash prize, recognition at the 2015 NBC, and their winning story published in a Subaru national print advertisement](#)

Where can I sign up?

You can sign the Love Promise sign-up Booth (#12). You will receive a limited-edition Cross Hybrid pen with built-in stylus. Registration at the booth is an easy process. A booth attendant will assist you with a simple form to complete, and capture your signature and photo for the Love Promise Pledge posters, which you can display in the Sales and Service areas of your dealership.

[Visit booth #12 to learn more and sign up today.](#)

I've signed up, now what? How can I get involved?

If you already work with local charities, visit the Subaru National Advertising Booth (#11) to take your commitment to the next level by committing to support your Hometown Charity in this year's "Share the Love" event. Keeping your Subaru Love Promise is about fostering excellent customer experiences and partnering with nonprofits, specifically those that resonate with your customers, which Subaru has identified in the following categories:



Animals



Environment



Education



Community



Health

[To learn more about how Subaru leads the way, check out the Love Promise Experience Booth \(#2\), and chat with Subaru National Partners to learn about hosting events and working with charitable organizations.](#)