



# Media Information

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## **SUBARU OF AMERICA PARTNERS WITH CHALLENGER CENTER TO INSPIRE THE MARS GENERATION**

*Subaru Empowers Educators to Engage America's Future Workforce*

Washington, Sep 27, 2016 - [Challenger Center](#), a leading science, technology, engineering and math (STEM) education organization, is proud to announce a new partnership with [Subaru of America](#) focused on the development of Challenger Center's new Mars-themed mission. Subaru has specifically invested in the creation of a professional development program for teachers, empowering them to bring STEM lessons to life through the theme of Mars exploration.

"Challenger Center is extremely proud to be partnered with one of the most innovative and responsible car manufacturers on the planet," said Lance Bush, president and CEO, Challenger Center. "Subaru understands that to build the workforce of tomorrow, we need to capture student imagination early on. The company's commitment to the education of tomorrow's STEM leaders demonstrates their clear focus on being a leading employer and car manufacturer long into the future."

Subaru's contribution will support the development of teacher resources and a training program related to the new Mars mission launching this fall. Not only will teachers be able to deepen their impact on the students that participate in the mission, but they will learn techniques that can excite and inspire all students they educate.

"At Subaru, we encourage innovation and strive to provide students with educational and exciting experiences," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. Through our partnership with Challenger Center, students will have available to them a unique learning opportunity that we hope will encourage them to explore the world around them and beyond."

In addition, Subaru's contribution will support the delivery of professional development to teachers in the Camden City School District in Camden, New Jersey. Subaru has supported Camden schools and education programs for many years. In 2015, the company announced it would move its corporate headquarters from Cherry Hill, NJ to Camden, making the connection to the Mars generation in Camden more important than ever.

For 30 years, Challenger Center has brought STEM education to life through experiential space-themed missions at 42 Challenger Learning Centers around the world. Each year, Centers take more than 250,000 kids to Mars, the moon, a space station, and a comet. The mission experience teaches STEM lessons, exposes students to a range of STEM

careers, and gives them the opportunity to practice skills like collaboration and creative problems solving.

**About Challenger Center**

As a leader in science, technology, engineering, and math (STEM) education, Challenger Center and its international network of Challenger Learning Centers use space-themed simulations to engage students in dynamic, hands-on opportunities. These experiences strengthen knowledge in STEM subjects and inspire students to pursue careers in these important fields. Centers reach more than 250,000 students each year. Founded in 1986, Challenger Center was created to honor the crew of shuttle flight STS-51L. Learn more at [www.challenger.org](http://www.challenger.org). Connect with us on [Facebook](#), [Twitter](#) and [YouTube](#).

**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants, and Subaru of Indiana Automotive, Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information, visit [media.subaru.com](http://media.subaru.com).