

Media Information



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SUBARU AND THE CENTER FOR PET SAFETY TO TEST PET CAR SAFETY RESTRAINTS

- Subaru to fund a quest for the top performing safety restraints so consumers can keep their best friend as safe as possible on the road
- Lawmakers in Subaru of America's home state of New Jersey are the first to consider the requirement of pet restraints when riding in vehicles

Cherry Hill, N.J., Mar 4, 2013 - Subaru of America, Inc. today announced a partnership with the Center for Pet Safety, a registered 501(c)(3) non-profit research and advocacy organization dedicated to companion animal and consumer safety, to fund testing of pet car safety restraints.

Currently, there are no performance standards or test protocols in the U.S. for pet travel products. Although many manufacturers claim to test their products, without test standards, these claims cannot be substantiated. Together, Subaru and the Center for Pet Safety will create standards for testing restraints, while announcing those that perform best.

"The Center for Pet Safety conducted a pilot study which showed that the majority of pet safety restraints currently on the market do not provide acceptable protection in a crash situation," said Michael McHale, Subaru's director of corporate communications. "As many of our owners have dogs, we feel it's our responsibility to help them keep their pets as safe as possible when they journey with us."

The Center for Pet Safety conducted rigorous crash testing on commonly available pet safety restraints using realistic, specially designed, crash test dogs, not live animals. A 55-pound crash dummy dog was used to see how the seat belts would hold up in a collision at 30 miles per hour, patterning the same motor vehicle safety standards used to test child seats. Of the four popular dog car harness brands, none held up in the tests. All of them demonstrated that they either could lead to plausibly serious or fatal injuries for not only the canine but driver, too.

"We are thrilled to have the support of Subaru as its love for pets is as deep as ours," said Lindsey Wolko, Center for Pet safety's founder and CEO. "We have received requests from all over the world from manufacturers who want guidance on developing a safer harness and, through this partnership, we can finally conduct additional testing to help develop a suitable standard, provide the needed knowledge-base to manufacturers, as well as determine the top performers."

The Center for Pet Safety is not affiliated with the pet product industry. The organization uses scientific testing and references Federal Motor Vehicle Safety Standards to study pet products and establish criteria and test protocols to measure whether pet safety products provide the protection claimed by advocates and intended by the manufacturer.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com.

About the Center for Pet Safety

The Center for Pet Safety (CPS) is a 501(c)(3) non-profit research and advocacy organization dedicated to consumer and companion animal safety. Based in the Washington, D.C. Metropolitan area, the Center for Pet Safety's mission is to have an enduring, positive impact on the survivability, health, safety and well-being of companion animals and the consumer through scientific research and product testing. For additional information visit www.CenterforPetSafety.org

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