



## Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

### SUBARU OF AMERICA BRINGS THE BEAUTY OF THE NATIONAL PARKS TO THE NEW YORK INTERNATIONAL AUTO SHOW

- One-of-a-Kind Display from Subaru Pays Tribute to its Long-Time Support of National Parks
- Automaker Uses Sustainable and Reusable Materials to Create a Fully Immersive Digital Experience

New York, NY, Apr 17, 2019 - Subaru of America, Inc. today unveiled a one-of-a-kind display at the 2019 New York International Auto Show, honoring the automaker's long-standing support of the national parks and partnership with the [National Park Foundation](#). The Subaru display allows attendees to experience Yosemite, Denali, Arches and Yellowstone national parks from inside New York's Jacob K. Javits Convention Center. Auto show attendees are immersed in a 360-degree, floor-to-ceiling experience, designed to celebrate the relationship between Subaru customers, their love for outdoor adventure, and the introduction of the [all-new 2020 Outback](#) – the most adventurous, most reliable, safest and best Outback ever.

"Through our partnership with the National Park Foundation, we have provided nearly \$20 million in support since 2013, funding programs and projects in more than 100 national parks that help protect these treasured places and increase public awareness and engagement across the National Park System," said Thomas J. Doll, CEO and President, Subaru of America, Inc. "With this incredible exhibit, we continue to honor that partnership by bringing the beauty of our national parks to the auto show. This truly is a one-of-a-kind display that we know resonates with our owners who care so deeply for the environment, and we hope to continue to honor our partnership by bringing awareness of our national parks to those who have not yet had a chance to experience them."

Featuring a mix of recycled and sustainable materials, live plants, and state-of-the-art technology, the exhibition covers over 10,000 square feet of the Javits Convention Center. The innovative display touches all senses, allowing visitors to be immersed in the sights, sounds, scents, and weather of these majestic landmarks while creating a one-of-a-kind sensorium experience. From the snowcapped magnificence of Denali's 20,310-foot summit to the uncanny predictability of the Old Faithful geyser eruption at Yellowstone, auto show attendees are surrounded by the elements of nature while viewing the all-new 2020 Outback alongside the full Subaru SUV lineup that includes Crosstrek, Crossstrek Hybrid, Forester and Ascent.

In an effort to further bring its [zero-landfill efforts](#) to life, Subaru created the display with sustainable materials wherever

possible. The automaker will reuse elements from the display for future auto shows, as well as other Subaru events, while other portions of the display will be recycled or donated. It serves as a testament to the automaker's 20-year history of supporting the parks through [partnerships](#) and programs such as the [Subaru/Leave No Trace Traveling Trainers](#). To date, Subaru has contributed \$68 million to help preserve America's national parks.

"Subaru provides tremendous support to our national parks," said Will Shafroth, president of the National Park Foundation. "The National Park Foundation's partnership with Subaru not only helps to ensure that our parks are sustainable and can thrive for years to come, but also helps to expand the community of national park champions through innovative experiences like this auto show display."

As the largest corporate partner to the National Park Foundation, Subaru is leading the way in bringing awareness to the parks during [National Park Week](#) (April 20 to 28) to celebrate America's treasures. National Park Week is a time to explore amazing places and discover stories of history and culture. Making the National Park Foundation an early partner of the [Subaru Share the Love Event](#), Subaru became the sole automotive partner of the [Find Your Park/Encuentra Tu Parque](#) campaign, and began sharing its zero-landfill expertise through the [Don't Feed the Landfills](#) initiative, helping parks eliminate over 6 million pounds of waste.

The Subaru display will be open at the New York International Auto Show from Friday, April 19th through Sunday, April 28th during the following days and times:

- **Monday – Saturday: 10:00 am – 10:00 pm**
- **Sundays: 10:00 am – 7:00 pm**

#### **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 \$120 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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#### **About the National Park Foundation**

The National Park Foundation is the official charity of America's national parks and nonprofit partner to the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help protect more than 84 million acres of national parks through critical conservation and preservation efforts and connect all Americans with their incomparable natural landscapes, vibrant culture, and rich history. Find out more and become a part of the national park community at [www.nationalparks.org](#).