



Subaru Loves the Earth

“At Subaru, we feel it’s our personal responsibility to protect Earth’s natural wonders and encourage our retailers and customers to engage in smart environmental practices, simply because it’s the right thing to do.”

— Tom Doll, *president and CEO, Subaru of America, Inc.*

Along with our retailers across the country, Subaru works to reduce waste, safeguard resources for future generations, and preserve natural spaces – making real, meaningful commitments to these goals. 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.

Subaru and our retailers are proud to help replant one million trees in forests devastated by wildfires.

Wildfires have reached historic levels. Subaru is here to help. As part of our Love Promise, Subaru and our retailers have partnered with the National Forest Foundation to help replant 500,000 trees in areas devastated by the California wildfires. With even more wildfires in other states, we're expanding our efforts by helping replant an additional 500,000 trees in Idaho, Oregon, and Washington. That's one million trees total replanted due to the support of Subaru and its retailers. Because at Subaru, we believe it's a collective effort to protect and sustain our planet for future generations.

Subaru. More than a car company.®



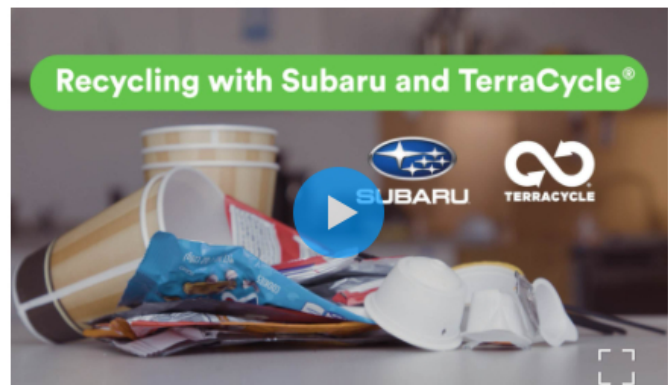
A Retailer You Can Love

One of the many ways our retailers are connected to our communities and their local natural spaces is through our Subaru Loves the Earth Initiative. TerraCycle is just one example of the many environmental organizations that our retailers partner with to make a difference. Preserving the environment for future generations and showing our love by giving back, it's one more reason why Subaru is more than a car company.

Preserving the Environment for Future Generations

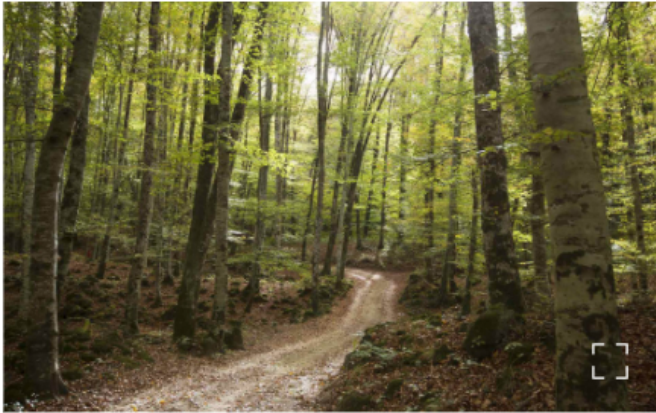
Today, it's a disposable coffee cup or snack wrapper. Tomorrow, it could be a park bench or bike rack in your neighborhood. Over the past three years, Subaru and our retailers have partnered with TerraCycle® to collect hard-to-recycle trash in Zero Waste Boxes™ located inside participating Subaru stores. Now we are helping to transform this trash into useful durable goods that benefit our communities.

So far, through our Subaru Loves the Earth initiative, over 5,000,000 pieces of trash have been diverted from local landfills. And this year,



participating Subaru retailers will even collect trash such as used cabin air filters and plastic film from the service area for recycling.

Learn more about our partnership with [TerraCycle](#).



Carter's Replanting Program

Since 2008, Carter Subaru has been "On the Road to Carbon Neutral." This Subaru retailer is offsetting their customers' carbon footprint by planting over 150,000 trees in the Mountains to Sound Greenway – an iconic 1.5 million acres of connected natural lands in and around the Seattle area. These native trees improve air quality, reduce greenhouse gasses, and enhance recreational green spaces, benefiting both our health and well-being. Carter Subaru's commitment extends beyond the financial, as they and many of their customers have also volunteered more than 1,200 hours to remove invasive species and plant trees. By doing this, they have created a legacy that will enrich our environment and our community for generations.

For more information, please visit [Carter Subaru Ballard](#).

Plant With Purpose Partnership

Subaru of Wichita partnered with Plant With Purpose to plant 300 trees in Haiti to help with reforestation efforts in the aftermath of the 2010 earthquake. Plant With Purpose is a nonprofit organization that reverses deforestation and poverty around the world by transforming the lives of the rural poor. Their life-changing projects include soil conservation, community-based microfinance, reforestation efforts, and



veterinary care, all or which are designed to help farmers in developing countries care for their land, provide for their families, and build a better future for their children.



Five Tons of Electric Waste Avoid the Landfill

In an effort to support the local community and work to make a positive impact on the environment, Mike Shaw Subaru in Denver participated in the first annual Subaru Loves the Earth E-Waste Recycling Event in which local citizens could bring nonworking or obsolete electronic products to be safely recycled or disposed. Throughout the month of April, this team ended up collecting over five tons of electronic waste during the one-month collection period — waste that would have most likely ended up in a landfill.

Our Partnerships

From educating the public on small actions with big benefits to our current large-scale National Park Zero-Landfill initiative, we work with local and national organizations to help preserve and protect our environment.

National Park Foundation

Subaru is one of the National Park Foundation's most charitable partners, investing more than \$20 million and helping protect over 400 parks since 2013. Our partnership with the National Park Foundation includes funding for waste reduction, recycling operations, composting,



Specimen in Class 35

public education, vehicle donations, and visitor outreach. Subaru also funds a comprehensive analysis of waste reduction efforts across the National Park System, in addition to sponsoring the Find Your Park initiative.

Learn more about our partnership with the [National Park Foundation](#).

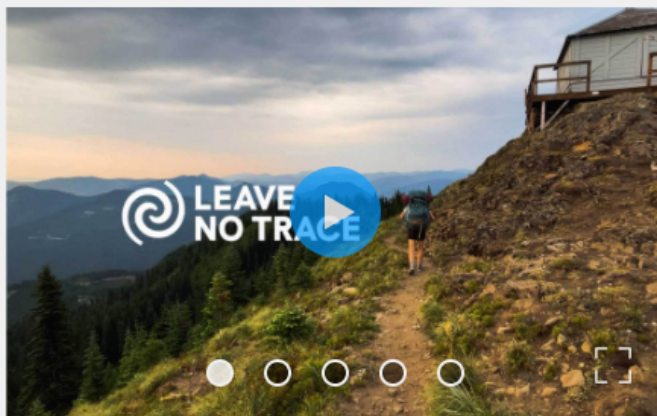


Leave No Trace

Subaru customers love the outdoors, and for over 20 years, Leave No Trace has reached millions of consumers at thousands of events across the United States. Subaru partners with Leave No Trace to help educate consumers and provide vehicles to support their mission for outdoor enthusiasts to enjoy the outdoors responsibly.

Learn more about Leave No Trace: <https://lnt.org/>

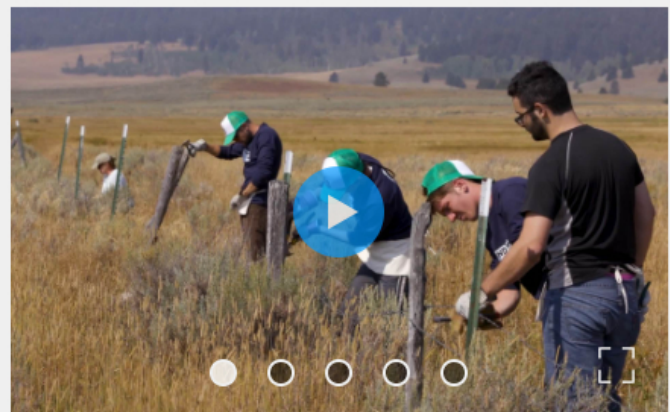
Learn more about our partnership with [Leave No Trace](#).



National Parks Conservation Association

Subaru and the National Parks Conservation Association (NPCA) are working together to help educate and engage park visitors by sharing Subaru's zero-landfill expertise with the national parks as a model for success. The partnership between Subaru and the NPCA helps parks reach waste diversion goals.

Learn more about our partnership with the [National Parks Conservation Association](#).



Klean Kanteen



Did you know that 58 billion paper cups are discarded each year in the United States? The Subaru/Klean Kanteen brand partnership helps to support our Zero-Landfill Initiative to reduce landfill waste. Klean Kanteen's line of reusable products is featured at Subaru events to help educate consumers on the impact of single-use products.

Learn more about our partnership with [Klean Kanteen](#).

Subaru Facilities and the Environment

SOA understands its responsibility to the global environment, society at large, our customers, our distribution network, and our employees.

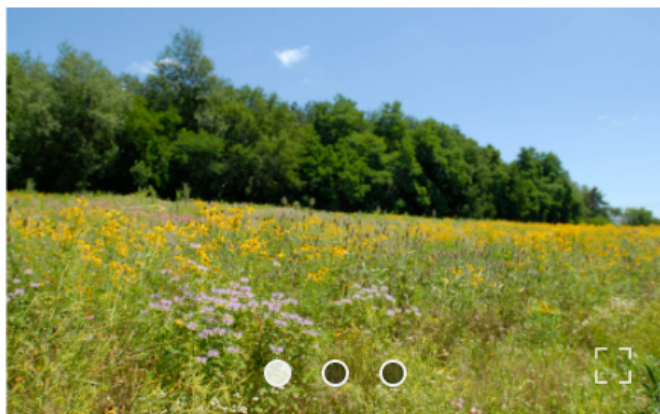
Subaru of America opened a new "LEED Silver" Headquarters building in May 2018, which represents a significant strategic investment in environmental stewardship and reaffirms our commitment to becoming a world-class leader in environmental performance.

Zero-Landfill Manufacturing

Subaru, recognized for having the first automotive assembly plant in America designated as zero-landfill, will share its knowledge of zero-landfill practices with the National Park Service to reduce landfill waste from the parks. In partnership with National Parks Conservation Association (NPCA), a nonprofit national park advocacy group, the team will pilot zero-landfill practices in three iconic national parks – Yosemite, Grand Teton, and Denali – working toward a goal of significantly reducing waste going into landfills from all national parks.



SIA National Wildlife Refuge



Since 2012, SIA has been protecting and rehabilitating 30 acres of native prairie land as a home to native grasses, wildflowers, and animals like beavers, rabbits, deer, coyotes, and birds – as well as important pollinators like bumblebees. Prairie grasses and plants help improve the area's water quality, including the catch-and-release fishing pond for employees and their families.

Visit [Subaru of Indiana Automotive](#) for more information on their sustainable initiatives.

30 Years of Protecting the Environment

From becoming the first and only U.S. auto plant to be designated a Backyard Wildlife Habitat by the National Wildlife Federation to our ongoing zero-landfill partnership with the National Parks, Subaru is dedicated to preserving the natural world.

[View Timeline](#)



[BACK TO TOP](#)

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- [Vehicles](#)
- [View a Brochure](#)
- [Build & Price](#)
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- [Motorsports](#)
- [Events](#)
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- [Subaru Gear](#)
- [Drive Magazine](#)
- [Drive Performance](#)
- [Badge of Ownership](#)

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- [Our Company](#)
- [Love Promise](#)
- [Corporate Responsibility](#)
- [Partnerships](#)
- [Diversity, Equity, and Inclusion](#)
- [News](#)
- [Join Our Team](#)

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- [Benefits of Ownership](#)
- [Service, Parts & Accessories](#)
- [Guaranteed Trade-In Program](#)
- [Trade Up Advantage Program](#)
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- [Vehicle Recalls](#)
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