

Forbes Recognizes Subaru as One of America’s Best Brands for Social Impact

Tokyo, April 28, 2023 – Subaru Corporation is pleased to announce Subaru was named one of the top brands on Forbes’ Best Brands for Social Impact 2023 list. Subaru ranked No.1 in the automotive category and No.2 among the top 300 brands.

To create the list, Forbes partnered with HundredX to survey more than 100,000 consumers and rank the 300 brands respondents rated most highly in four categories: overall brand values and trust, social stances, sustainability, and community support. Close to four million ratings were gathered across more than 2,000 unique brands. The list features brands that are most admired for doing good across sectors including the environment, social issues, and their local communities. Subaru placed in the top six in all four of the categories in the survey.

Respondent feedback to the survey indicated that Subaru not only produces excellent vehicles that are built to last, but that customers appreciate what the automaker does on both a national and local scale for their community, and support causes its owners care about.

For more information about America’s Best Brands for Social Impact, visit [here](#).
Learn more about Subaru giving back by visiting [here](#).

Toward achieving our vision of “delivering happiness to all,” Subaru will fulfill our corporate social responsibilities and provide “Enjoyment and Peace of Mind” to our customers and other stakeholders by promoting initiatives based on the SUBARU Global Sustainability Policy with focus on Subaru Group’s Six Priority Areas for CSR. Subaru aims to be a truly global company with each and every one of its employees driving sustainable growth, while continuing its efforts to contribute to the realization of an enjoyable and sustainable society. Subaru Group’s Sustainability & CSR efforts: <https://www.subaru.co.jp/en/csr/>

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