

SUBARU OF AMERICA APPOINTS MIRANDA JIMENEZ TO PRODUCT COMMUNICATIONS SPECIALIST

Manager, Product Communications

Camden, N.J., December 22, 2024

Subaru of America, Inc. today announced the appointment of Miranda Jimenez to the role of Product Communications Specialist based in Los Angeles. Reporting to Aaron Cole, Product Communications Manager, Jimenez will assist with product launches and media relations and oversee the company's U.S. press fleet operations.

Jimenez has nearly a decade of public relations experience, including working for Rivian Automotive's Corporate and Product Communications teams. Most recently, she assisted in overseeing integrated communications for the automaker's first, second, and third generations of its vehicles, charging and service infrastructure, and retail operations and design. At Rivian, she was the company's first corporate communications team member on the West Coast, hired to assist in strategizing communication efforts for Rivian's 2021 Initial Public Offering.

"I am proud to welcome Miranda to the Subaru of America team," Cole said. "Her automotive storytelling knowledge and experience with purpose-driven brands align with Subaru's values and will be instrumental as our product lineup evolves and innovates. We're especially excited for Miranda to be a resource for media working as we continue to grow in key markets at home and abroad."

Apart from working in the automotive industry, Jimenez has experience working in the Public Sector as part of the Public Affairs office of John Wayne Airport and in luxury consumer communications for South Coast Plaza. Raised in Southern California, Miranda grew up in San Clemente and graduated from the University of Southern California's Annenberg School for Communications and Journalism with a degree in Public Relations.

About Subaru of America, Inc.

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Subaru of America, Inc. (SOA) is an indirect wholly owned subsidiary of Subaru Corporation of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including Subaru of Indiana Automotive, Inc., the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [/media.subaru.com](https://media.subaru.com). Follow us on [/Facebook](#), [/Instagram](#), [/LinkedIn](#), [/TikTok](#), and [/YouTube](#)

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Subaru U.S. Media Center

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