

SUBARU OF AMERICA, INC. APPOINTS DENISE COOGAN AS ENVIRONMENTAL PARTNERSHIPS MANAGER

Manager, Corporate Communications

Cherry Hill, N.J., February 9, 2016

Subaru of America, Inc. today announced the appointment of Denise Coogan to manager of environmental partnerships. Reporting to the manager of promotions and sponsorship for Subaru, Coogan will be responsible for leading the company's external environmental and sustainability marketing programs. As her first task in the newly created role, Coogan will provide hands-on expertise in support of Subaru's initiative to bring zero landfill best practices to the national parks. Through this effort, Coogan will work directly with the National Parks Conservation Association (NPCA) and the National Park Service (NPS) at Yosemite, Grand Teton and Denali National Parks to pilot the reduction of waste going to landfill.

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"Denise brings a wealth of sustainability knowledge to her new position and we are confident her expertise will aid in our effort to bring the nation's parks closer to zero waste," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "She has been a dedicated member of the Subaru family for years, helping to make our Indiana plant one of the most environmentally friendly auto manufacturing facilities in the world and we look forward to having her bring that know-how to this important initiative."

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Coogan has over 15 years of experience in the sustainability field, most notably as the Safety and Environmental Compliance Manager for Subaru of Indiana Automotive, Inc. (SIA), the home of Subaru manufacturing in North America. At SIA, Coogan led a large team of employees and was responsible for plant safety, security, medical services and environmental compliance.

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Additionally, Coogan helped lead Subaru of Indiana Automotive, Inc. to zero landfill status in 2004 and advised over 800 corporations how to implement zero landfill best practices in their respective facilities.

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She holds professional certifications as a Registered Environmental Manager (REM) and a Certified Hazardous Materials Manager (CHMM) and earned her B.A. in Biology/Life Sciences from the University of Illinois at Springfield.

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About Subaru of America, Inc.

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Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 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. For additional information, visit media.subaru.com.

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<https://subaru.pranywhere.breakwatersignal.com/newsrelease.do?id=920>