



FOR IMMEDIATE RELEASE

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Fidelco Guide Dog Foundation

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SUBURBAN SUBARU & SUBARU OF AMERICA "SHARE THE LOVE"
WITH FIDELCO GUIDE DOG FOUNDATION

BLOOMFIELD, Conn. – Suburban Subaru of Vernon announced the results of its "Share The Love, Share The Vision[®]" campaign to support Connecticut's own Fidelco Guide Dog Foundation. Subaru of America presented a check for nearly \$14,000 to Fidelco in support of its life-changing mission to breed, train and place its unique breed of German Shepherd Guide Dogs for men and women who are blind.

The money was raised during Subaru of America's sixth annual "Share the Love" event, during which each customer who bought or leased a new Subaru had the opportunity to designate a \$250 donation from Subaru to charity. Five national charities were selected by Subaru of America, and individual Subaru retailers were allowed to add a sixth charity from their local community.

Suburban Subaru partnered with Fidelco, a decision clearly embraced by the dealership's customer base. More than half of Suburban's customers chose to designate Subaru's donation to Fidelco, resulting in a fundraising success that exceeded expectations.

"It takes two years, 15,000 hands-on hours and \$45,000 to produce and place each Fidelco Guide Dog, and they're given at no cost to our clients," said Fidelco CEO and Executive Director Eliot Russman. "Thanks to Subaru of America, Suburban Subaru and its customers, a blind client will receive a life-changing guide dog partner. We're eager to make the telephone call saying, 'We have a Fidelco Guide Dog for you.'"

"This was the first year that Subaru asked dealers to choose a hometown charity option, and we were thrilled to be able to partner with Fidelco," said Peter Krause, President of Suburban Subaru. "Fidelco is changing lives across North America, and they're headquartered right here in Connecticut, employing our friends and neighbors and giving back to the community. Our customers appreciate that, and they love Fidelco's mission."

Subaru of America officials have said they expect to donate \$10 million to charities in 2014 as part of the “Share the Love” campaign, which has provided \$35 million in donations over the last six years.

Since its founding in 1960, Fidelco remains the only Connecticut-headquartered guide dog school. The non-profit organization relies solely on the gifts and the generosity of individuals, foundations, corporations and civic organizations to help it Share the Vision®. For more information visit www.fidelco.org.

About Fidelco Guide Dog Foundation

The Fidelco Guide Dog Foundation is a 501(c)(3) nonprofit based in Bloomfield, CT. Fidelco is an internationally accredited organization and an admired expert throughout the world for its highly valued German Shepherd Guide Dogs.

Each Fidelco Guide Dog takes two years, 15,000 hands-on hours and \$45,000 to produce. They are given to clients at no cost. Fidelco provides 24/7 client support for the entire working life of its guide dogs – typically 10 years. Fidelco relies solely on the generosity and financial support of individuals, foundations, corporations and civic organizations to help Share the Vision®.

Fidelco has trained and placed over 1,350 German Shepherd Guide Dogs throughout North America – in 41 states and five Canadian provinces. Fidelco pioneered In-Community Placement in the United States — a process that allows all guide dog users to be trained in the communities where they live and work.

Fidelco also has placed hundreds of its German Shepherd Dogs with law enforcement agencies, first responders, search and rescue, and missing child recovery organizations to help protect our fellow citizens and keep our communities safe. For more information visit www.fidelco.org.

About Suburban Subaru

Suburban Subaru is conveniently located at 24 Hartford Turnpike, Route 83 in Vernon, CT on the Manchester/Vernon line and proudly sells and service Subarus in the greater Hartford, CT area.

Thanks to its strong commitment to customer service satisfaction, Suburban Subaru is a charter member of Subaru's prestigious Chairman's Roundtable, a President's Club Award recipient, and also a Stellar Performer Dealer.

Suburban Subaru is a proud member of the Krausecars.com, a family owned group of dealerships selling and servicing automobiles in greater Hartford, CT and greater Worcester, MA counties for over 30 years.

About Subaru of America, Inc.

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 600 dealers 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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