



Certified Subaru **ECO-FRIENDLY RETAILER**



2018 Public Relations Kit



SUBARU

Confidence in Motion



**Certified Subaru
ECO-FRIENDLY
RETAILER**

**RETAILER PUBLIC RELATIONS & SOCIAL MEDIA KIT 2018
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INTRODUCTION

CERTIFIED SUBARU ECO-FRIENDLY RETAILER

Dear Retailer:

Subaru of America, Inc. would like to congratulate you on becoming a Subaru Certified Eco-Friendly Retailer and thank you for your continued commitment to making a positive impact on both your community and the environment.

As a Subaru Certified Eco-Friendly Retailer, you have demonstrated environmental stewardship through energy efficiency, water conservation, recycling, waste management, and community involvement. Your business can benefit through added media attention resulting from your facility's advancements in environmental preservation and sustainability.

Enclosed, please find the following social media and public relations tools:

- Social media post suggestions for retailers to customize and share on Facebook, Instagram, and Twitter.
- A press release template with placeholders for retailers to insert retailer-specific award/initiative results information.
- A media alert to send to local press.

If you have any questions regarding the Subaru Eco-Friendly Retailer Certification or potential activations, please contact Market Development Operations Specialist, Megan Fleck at mfleck@subaru.com

Regards,

Corporate Communications
Subaru of America, Inc.



SUGGESTED SOCIAL MEDIA COPY FOR USE ON RETAILER FACEBOOK, TWITTER, INSTAGRAM

- We love making a positive impact in [name of local community], which is why we are proud to be a @Subaru of America, Inc. Certified Eco-Friendly Retailer. Our facility is energy efficient, conserves water, recycles and properly manages waste and, most importantly, our staff is involved in giving back to [name of local community]. Stop in today to learn more. [Remove call-to-action to fit Twitter character count] [Insert photo of Award/Retailer]
- We are proud to be one of the 24% [Email Megan Fleck @ SOA- Mfleck@subaru.com- to confirm %] of @Subaru of America, Inc.'s national retailers to be named a Subaru Certified Eco-Friendly Retailer. Stop in today to learn more. [Insert photo of Award/Retailer]
- ICYMI: We are proud to share, [Name of Subaru Retailer] has been named a @Subaru of America, Inc. Certified Eco-Friendly Retailer! [Insert photo of Award/Retailer]
- You may notice some new additions around our store, we are a @Subaru of America, Inc. Certified Eco-Friendly Retailer. Come in today to check out our new hardware. [Insert photo of signage]
- We are proud to announce, with the help of our Green Team here at [Name of Subaru Retailer], our facility has achieved the @Subaru of America, Inc. Certified Eco-Friendly Retailer certification! Stop in today to learn more. [Insert photo of Award/Retailer]
- What does it take to be a @Subaru of America, Inc. Certified Eco-Friendly Retailer? Read about our certification here: [link to page on retailer website] [Insert photo of Award/Retailer]
- We're hosting an Eco-Friendly Award Ceremony at our store [Insert date/time] and we'd love to see you there! Come out and celebrate with us. [Insert photo of Award/Retailer]
- Come out to [Name of Subaru Retailer] on [Insert date/time] to help us celebrate and honor our amazing Green Team for earning our store the @Subaru of America Eco-Friendly Retailer Certificate. Light snacks and refreshments will be served. We look forward to seeing you! [Insert photo of Green Team with Award/Retailer]
- Did you know [Name of Subaru Retailer] is a @Subaru of America Eco-Friendly retailer? Stop in today to learn more about our environmentally-friendly status. [Insert photo of Award/Retailer]

TO USE DURING SUBARU LOVES THE EARTH MONTH

- #SubaruLovesTheEarth and we're no exception! We're proud to share that [Name of Subaru Retailer] is a @Subaru of America, Inc. Certified Eco-Friendly Retailer! [Insert photo of Award/Retailer]

ENGAGE WITH @SUBARUNEWROOM / @SUBARUCUSTCARE TWEETS

- For recently certified retailers, SOA can tweet out the certification if the retailer sends Megan Fleck, Chuck Golden, or your Zone Retailer Development Manager a photograph of something Eco-Friendly at your store.
 - Examples: Green Team in polos, Green Team receiving award from Zone/District Manager, Community Involvement, other environmental activities
- Retailers are encouraged to 'Favorite', Retweet or Quote Tweet these promotional tweets, which are posted to @SubaruNewsroom and @SubaruCustCares handles. If the Retailer chooses to Quote this tweet, please use copy like:
 - We're thrilled!
 - We're proud to be giving back to our local community and focusing on doing what's right for our environment!
 - We're the only @Subaru_USA Certified Eco-Friendly Retailer in [area/state/city]. [email Megan Fleck @ SOA to confirm] Stop in today to learn more about our new certification!

IMPORTANT NOTES

- These posts do not have to be copied directly and can be used as thought starters.
- Please email your Zone or Distributor Retailer Development Manager, Chuck Golden, or Megan Fleck with any questions about these posts or the Eco-Friendly Program
- Each retailer's Eco-Friendly Retailer Website Page is found on your website under About Us. Example of page: <https://www.glanzmann.com/eco-friendly-retailer-program.htm> Please contact us if you do not see this page
- SOA strongly recommends retailers post about their Community Involvement activities.
- @Subaru of America indicates that SOA should be tagged in the post
- Contact information: Megan Fleck- mfleck@subaru.com
- Chuck Golden: chuck@greendealersupport.com



[RETAILER NAME]
[NAME OF RETAILER CONTACT]
[CONTACT'S TITLE]
[CONTACT'S PHONE NUMBER]
[CONTACT'S EMAIL ADDRESS]

FOR IMMEDIATE RELEASE

[RETAILER NAME] PRESENTED WITH SUBARU ECO-FRIENDLY RETAILER AWARD

Award recognizes Subaru retailers who complete comprehensive program to minimize environmental impact

[City, ST. – Date] – Subaru of America, Inc. (SOA) today presented **[Retailer Name]** with the Subaru Eco-Friendly Retailer Award. This award is given to Subaru retailers who complete a voluntary environmental program designed to make a positive impact on their community and local environment. To complete the comprehensive certification process, Subaru retailers must meet the requirements of a point-based inspection in five areas of conservation: energy efficiency, water conservation, recycling, waste management, and community involvement.

[Retailer Name] optimized their facility's energy efficiency by installing occupancy sensors, LED lighting, and programmable thermostats. To reduce water consumption, the facility was upgraded with low flow faucets and toilets, as well as water efficient landscaping. By recycling material such as paper, metal, cardboard and plastic, waste is diverted from landfills. Their facility continues to ensure proper disposal of other waste material such as oil, coolant, batteries and tires, and **[Retailer Name]** employees are actively involved in community programs focused on preserving and protecting the environment. **(Templated text used in the above paragraph- every retailer will need to edit the**

above so it is specific to their particular store. Retailers should provide further, more specific details)

For more information about the eco-friendly activities occurring at **[Retailer Name]**, visit their website at [\[www.xxxxxx.com\]](http://www.xxxxxx.com).



[Sample picture]

Pictured here are the personnel along with the **[Subaru Regional/Zone]** team receiving the award.

[Left to right: **Name, Title, Organization**]



SAMPLE EMAIL TO LOCAL MEDIA

SUBJECT: **[Insert Retailer Name Here]** Presented with Subaru Eco-Friendly Retailer Award

Hi **XXX**,

[Attached/Below], please find a press release regarding **[Insert Retailer Name Here]**'s award for becoming certified as a Subaru Eco-Friendly Retailer. The award, presented by Subaru of America, Inc. recognizes retailers who complete a voluntary environmental program to make a positive impact on their community and local environment.

This comprehensive program aims to help Subaru retailers minimize environmental impact by focusing on reduced energy consumption and cost savings while promoting community outreach.

[Insert Retailer Name Here] is proud to be a Subaru Eco-Friendly Retailer and continually strives to make advancements in environmental preservation and sustainability.

Attached please find photos of our support efforts. Please let me know if you would like any additional information or images.

Sample caption: **[Insert Name and Title]** of **[Insert Retailer Name Here]** shakes hand of **[Subaru Regional/Zone Representative]** during award ceremony.

Thanks again,

[Insert Your Signature]
[Insert Your Retailer Name]
[Insert Your Direct Contact Info]