



Faulkner Subaru
(610) 984-1200

FOR IMMEDIATE RELEASE

**FAULKNER SUBARU OF BETHLEHEM HONORED WITH THE SUBARU “LOVE
PROMISE AWARD” IN RECOGNITION OF OUTSTANDING CUSTOMER AND
COMMUNITY COMMITMENT**

Bethlehem, Pa – April 1, 2021 – As part of its ongoing commitment and support to the local community, Subaru of America, Inc. has honored Faulkner Subaru of Bethlehem, Pa with its “Love Promise Customer and Community Commitment Gold Award,” an accolade reserved for elite Subaru retailers who exhibit remarkable dedication to providing both exceptional customer service and making a positive impact in their communities. 2021 marks the third year that Faulkner Subaru has earned this prestigious title from the brand.

Faulkner Subaru has been recognized for going above and beyond in supporting the causes and passions that are most important to Subaru owners. Faulkner’s generosity extends this year to the Miracle League of Northampton County, an organization that provides an opportunity for children and adults with disabilities to play baseball at a facility that meets the unique needs of the players and their families. This year Faulkner Subaru along with Subaru of America, Inc. will donate over \$10,000 to this heartwarming organization. Also this year, as a dedicated partner of the American Red Cross Pennsylvania Rivers Chapter Faulkner Subaru helped to provide food and shelter in emergencies, assist members of our armed forces and their families, teach lifesaving skills, collect lifesaving blood, and so much more. Since 2014 Faulkner Subaru along with Subaru of America, Inc. have donated more than \$63,000 to the cause as well as collecting over 100 pints of blood during their annual blood drive.

“We are honored to receive the 2021 Love Promise Customer and Community Commitment Gold Award from Subaru of America, Inc.,” said David Kopew, GM, Faulkner Subaru. As a

member of the Lehigh Valley community for more than 35 years, Faulkner Subaru has built a stellar reputation for going above and beyond for both its customers and the community.

The [Love Promise](#) is a community support effort by Subaru and its retailers to show love and respect to everyone while making a positive impact in their local communities. Subaru of America created the Subaru Love Promise Community Commitment Award program to shine a spotlight on exceptional Subaru retailers who are committed to helping and giving back to their local communities.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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. 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 has donated more than \$190 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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