



To: All Subaru Retailers
From: Subaru of America, Inc. – Service & Parts
Date: June 3, 2015
Re: ***NEW Service, Parts & Accessories Web Pages on Subaru.com***

As our community of owners and retailers continues to strengthen and grow, we officially welcome you to visit our redesigned Service, Parts & Accessories pages on **Subaru.com**.

The goal was to create an environment that educates owners about their vehicles, while improving their service and maintenance experiences. The new content and user functionality is geared to enhance the connection between you and your customers.

The site includes 24 informative videos (with more to come) explaining proper maintenance and encouraging customers to seek a local retailer for expert service. There are also various pathways that link users to your store's website.

In one place your customers can:

- Connect with your store to schedule service and view your special offers
- Order parts with the new Parts Widget
- Shop tires with the new Tires Widget
- Watch engaging, easy-to-understand service & parts videos
- Access warranty and recall information, warning lights, owner's manuals and more

With the growing number of relationship stories rising from owners, their Subaru vehicles and their retailers, we established this national page to embrace that special bond.

So come see the new look and feel. And we hope our customers continue to feel the natural pull to have their vehicles serviced by the ones who know their Subaru best – you, our retailers.

Please visit the new site at subaru.com/service-parts-accessories. If you have any questions, please contact Bridget Hanrahan at bha1@subaru.com.