



HOW CAN WE
HELP YOU?



We can do this together.

Love Promise University™ is committed to supporting our Retailers in bringing the Subaru Love Promise to life. Together, we will seek opportunities to lead with our HEART, and insert Love Promise Moments™ into our daily activities to deliver a Retail Experience that's every bit as great as our vehicles.

BUILDING A BETTER WORLD—TOGETHER

Subaru is More than a Car Company™.

It's why we created the Subaru Love Promise: our vision to show love and respect to all people at every interaction with Subaru. We're upping our game and we want you to join us in rewriting automotive history.



We've Been in the Love Business A Long Time

In the eyes of our Customers, Subaru = Love. And we're so proud of you, our Retailers, who pour your hearts into providing an exceptional experience for your customers every day, truly helping to make Subaru More than a Car Company™, one that is dedicated to our planet, human happiness, and social equality.

Subaru is 100% committed to your success as we continue to refine our products and our processes. To help propel your growth and meet new business challenges, Subaru of America is excited to present Love Promise University™ (LPU). LPU is designed to tap into the **tremendous potential** of your teams and assist them with tools and techniques to deliver even **more** exceptional customer experiences.



Evolution Isn't Optional

The world of Retail is rapidly changing. And so have our customers' **expectations** of their shopping, buying, and service experience. Brands like Amazon, Starbucks, and Uber have successfully grown their businesses by meeting these "new" expectations.

By fully embracing the Subaru Love Promise—and exploring what it **means** through our customers' eyes—we have an opportunity to elevate their experience to new heights.

To help us evolve together, we've created Subaru Love Promise University™. With your participation, you and your teams can achieve even greater success.



A Little Love Goes a Long Way

A smile. An extra thank you. Tiny, caring gestures may seem small to us in our busy workdays—but they have an incredibly powerful effect on our customers. What if your teams discovered new ways to show their love for your customers at every touchpoint, every day?

SUBARU
LOVE
PROMISE
MOMENTS™

The LPU curriculum is designed to help your teams deliver these Love Promise Moments™ in ways that elevate your customers' Experience, soaring past mere "satisfaction," and creating **enduring, emotional bonds** with your business.



LPU's Foundation: Five HEART Pillars

Love Promise University™ is built upon five core fundamentals we all learned early in life. They serve as the lens through which we view the entire LPU curriculum, philosophies, and principles.



Honesty in what we say and do.



Empathy for our customers, co-workers, and community.



Appreciation for the role we play in making a difference in people's lives.



Respect for all those around us.

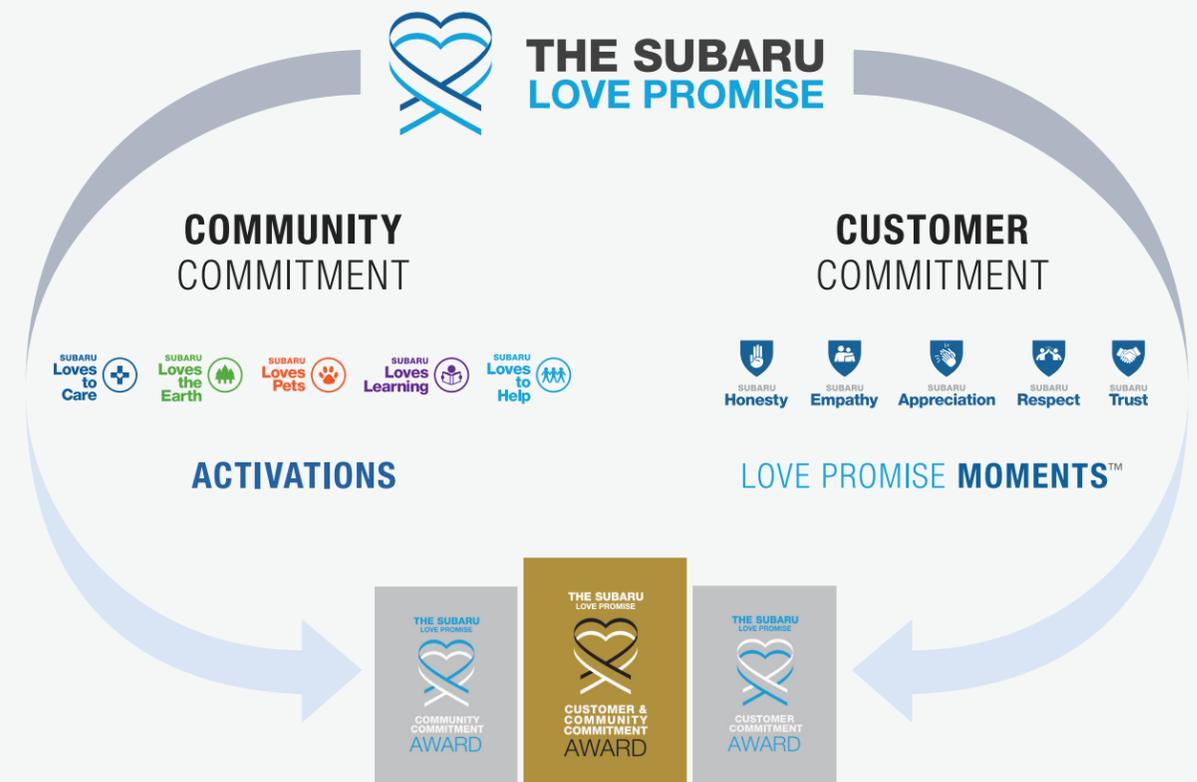


Trust in us as a friend.

Drawing upon these ideals, the LPU curriculum arms your teams with the knowledge, wisdom, and tools to enhance every interaction that they have with your customers—and each other.

Showing our Customers & Communities Love

We recognize that you have embraced the Love Promise Community Commitment through activating our five Causes and Passions throughout the year. Now, Love Promise University™ will help your teams form **equally** meaningful bonds to fulfill the Love Promise Customer Commitment through exemplifying our HEART Pillars every day.



BUILDING A **BETTER** **WORLD**—TOGETHER

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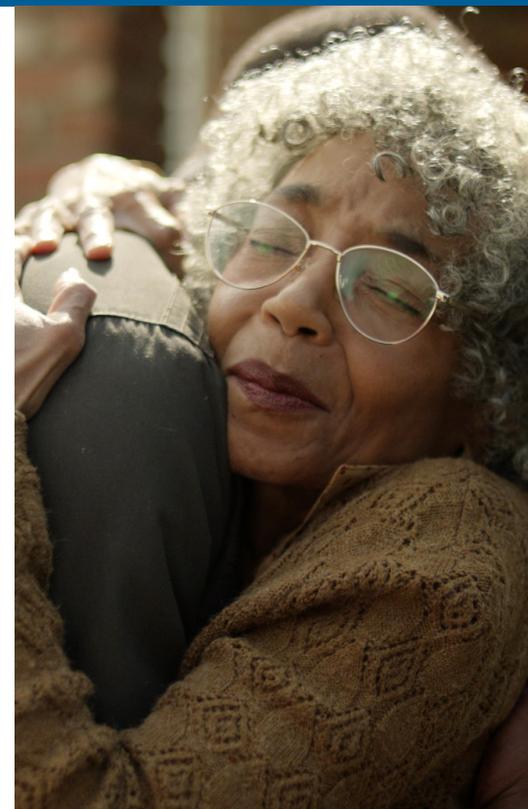


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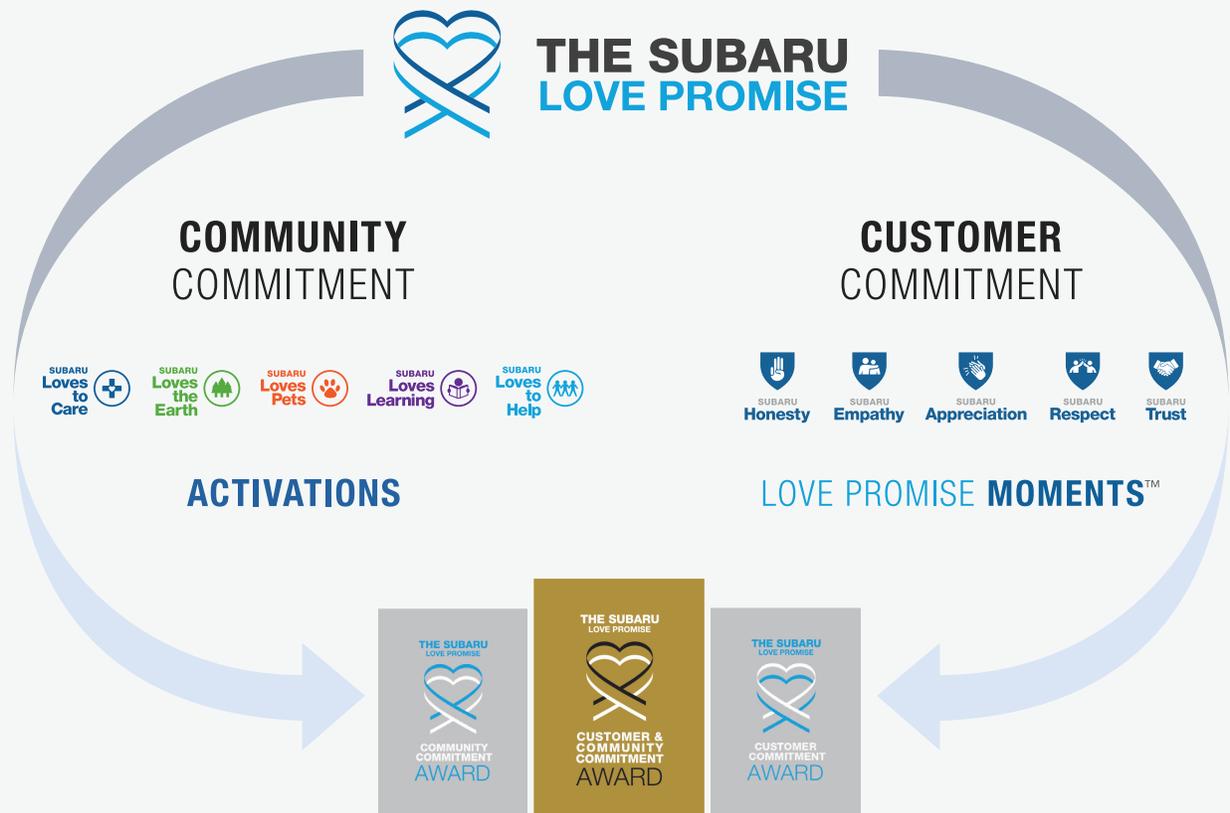
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