



Subaru of America, Inc.
One Subaru Drive
Camden, NJ 08103-9800
856-488-8500
www.subaru.com

TO: Subaru Retailers
FROM: Subaru of America – Fixed Operations Department

Date: May 1, 2024

Subject: Subaru Genuine Parts Marketing Partnership with Endeavor Business Media

Subaru of America has partnered with Endeavor Business Media, publisher of industry leading media brands FenderBender and Ratchet+Wrench, to present you a unique opportunity to showcase and expand your Subaru wholesale parts business through their impactful print and digital advertising channels.

With circulation of 42,500+ collision shops and 91,000+ mechanical repair shops respectively, inclusion in FenderBender and Ratchet+Wrench will advertise your retailer among the pages of thought-leading articles relied upon by your current and potential customers.

This opportunity provides outstanding value with exceptional convenience. Advertising programs with Endeavor Business Media start as low as \$110/month, most ads are eligible for up to 50% SAF reimbursement, and Endeavor Business Media can handle all pre-approvals and submit SAF claims on your behalf, for no additional cost. Through a professionally developed and cost-effective turnkey advertising program, dealers will be billed directly to their parts statement, allowing for no up-front payments to be necessary.

Your participation in these programs helps to strengthen the message for Subaru Genuine Parts, to help combat aftermarket competitors, and ultimately help you to sell more parts.

To learn more about all the approved print and digital ad programs specifically for Subaru retailers, please visit: <https://growparts.fenderbender.com/subaru> or <https://growparts.ratchetandwrench.com/subaru>