

# Subaru Motorsports USA Partners With TerraCycle to Reduce Waste at Rally Events



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CAMDEN, N.J., April 23, 2019 – Subaru of America, Inc. today announced an expansion of its partnership with TerraCycle®, the world's leader in the collection and repurposing of complex waste streams, to reduce hard-to-recycle waste and enhance sustainability in the brand's motorsports activities. Subaru Motorsports USA, together with technical partner Vermont SportsCar (VSC), will utilize TerraCycle Zero Waste Boxes™ at 2019 American Rally Association events and on-site at Vermont SportsCar's facility in Milton, VT.

Debuting at the upcoming Olympus Rally in Washington state, the partnership will allow fans visiting the Subaru Motorsports USA service area to recycle disposable cups, lids, straws and snack bags/wrappers, which will be turned into products such as park benches and picnic tables rather than being sent to landfills. Fans who may not be able to attend a rally event are encouraged to collect these waste streams at their home or office and bring them to one of the 588 participating Subaru retailers nationwide.

"As a brand with a longstanding commitment to the environment as well as a decorated history in rallying, we're excited to integrate motorsports activities into the Subaru Loves the Earth initiative for the first time," said William Stokes, Motorsports Manager for Subaru of America. "Rally events take place in some of our nation's most beautiful natural areas, so it's important that we keep environmental stewardship in mind even as we're racing to win."

“Since our founding 15 years ago, TerraCycle has made it our mission to recycle the unrecyclable and divert waste from landfills and local communities,” said Tom Szaky, founder and CEO of TerraCycle. “It’s a privilege to continue our ongoing relationship with Subaru and announce the expansion of the Subaru Loves the Earth recycling program into the Motorsports industry. Subaru continues to establish themselves as a leader in sustainability and we look forward to working with Vermont SportsCar.”

In addition to collecting hard-to-recycle items at rally events, Vermont SportsCar will add Zero Waste™ boxes at their main facility as part of an ongoing push toward greater sustainability. Subaru, along with TerraCycle and Vermont SportsCar, will also explore and pilot new recycling initiatives for automotive consumables such as air filters and wiper blades, using VSC’s unique capabilities as one of America’s top motorsports engineering companies.

“Working with TerraCycle is the next step in a long-term effort to make our business more environmentally friendly,” said Lance Smith, owner of Vermont SportsCar. “We already recycle most of the waste produced by building and running competition vehicles – scrap metal, tires, fluids like oil and coolant – and we are starting installation of rooftop solar panels on our new facility, which will take us to near-zero net energy usage. This partnership helps us manage more waste streams here in Vermont, while extending our environmental focus out to rally events.”

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### **About Subaru Motorsports USA**

Subaru Motorsports USA is managed by [Vermont SportsCar](#) and proudly supported by [Subaru of America, Inc.](#), [Yokohama Tires](#), [Method Race Wheels](#), [DirtFish Rally School](#), and [KÜHL](#). Follow the team online at [www.subaru.com/rally](http://www.subaru.com/rally).

### **About TerraCycle**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

### **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 \$145 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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