



Member Spotlight: Patriot Subaru

Marketing intern Kyra Yu recently visited with Holly Pritchard & David Shoemaker of **Patriot Subaru** to learn more about their business. Located on Portland Road in Saco, the dealership opened in 2003 when the Subaru brand was beginning to take off in the US. Subaru vehicles have long been popular in New England, due to their all-wheel drive traction, dependability and affordability. And here in Maine, the quality service offered by Patriot Subaru sets them apart.

Patriot's mission is "To Serve": customers, the community, their families, and each other. Simple and straightforward, Patriot Subaru has an energetic and positive atmosphere with a great culture and desire to do better every day. David revealed that the business took off because of the clear philosophies instilled by the owner. A key driver of their success is that employees enjoy their work, and Patriot Subaru balances putting customers first while also making sure employees are valued.

Doing the right thing is a priority at Patriot Subaru, and this includes a focus on giving back to the community. Patriot Subaru contributes through multiple programs and charitable efforts, the most recent being their "12 Weeks of Giving" event to provide funds for local organizations. During the first week of every month in 2021, Patriot Subaru donated \$25 from the price of every car sold and doubled the donation when the purchaser lived in the same zip code as the charity. You can learn more about their charitable programs at this link: <https://www.patriotsubaru.com/charitable-donations.htm>

Despite the challenges most businesses endured this past year, Patriot Subaru was the #1 Subaru Volume retailer in New England. Their secret to success starts with a great product. Holly shared that 98% of Subarus bought in the last 10 years are still on the road today. Having an all-wheel drive product that is fuel efficient, economical, and environmentally friendly helps Subaru purchasers remain happy and loyal customers. Customers often drive their Subaru for many years and then hand it down to their children or other family members when it is time to buy a new one for themselves. Reach out to Holly or David if you'd like to learn more about what Patriot Subaru has to offer!



