



SUBARU Loves the Earth

2020 Subaru Loves the Earth – Service Add-on

The 2020 Subaru Loves the Earth – Service Add-on initiative is a great way to improve our environmental footprint. Showing our customers that we are living our commitment of the Love Promise on the service side proves that we continue to make a difference. Thank you for enrolling and taking another step in helping to preserve our Mother Earth!

**The 2020 Service Add-on will be open to the first 150 retailers who enroll*

Q. What are the benefits of being enrolled in the 2020 Subaru Loves the Earth – Service Add-on?

A. Taking every measure possible to help minimize waste, recycle where/when possible, and reuse these materials to produce something of added value is just one more way we can communicate to our customers that Subaru lives the LOVE PROMISE and helps the environment. *must be enrolled in the Subaru Loves the Earth initiative

Q. I'm enrolled. When can I start collecting?

A. The Subaru Loves the Earth – Service Add-on program starts in April and runs through the end of December. The consumer-facing Subaru Loves the Earth program will continue to run year-round.

Q. Will you be working with TerraCycle on this initiative as well?

A. Yes, TerraCycle will be our vendor for the Service Add-on.

Q. Which waste streams are being collected?

A. There will be two waste streams being collected for the 2020 Subaru Loves the Earth – Service Add-on: Cabin Air Filters and New Car Plastics.

Q. How do I collect these waste streams – is there a labeled container?

A. Subaru of America, Inc. will provide (2) all weather, reusable, labelled totes to collect each waste stream. We understand space can sometimes be at a minimum; therefore, we wanted to have totes that would be able to weather the elements should you need to store these totes outside. Your techs may also want to collect these waste streams in their respective areas, janitorial support could assist and dispose nightly into the totes.



Capacity: 96 Gallons
Height (Lid to Ground): 46"
Width: 23"
Depth: 31.5"

Q. Once my reusable tote is full, what are my next steps?

A. Package single waste stream contents into a shipping box (reuse parts boxes/boxes you have on hand – preferred), or you can purchase the boxes from Uline.com, log into your TerraCycle website, request a shipping label by following the steps outlined on the site, seal your shipping box, affix the shipping label and place in a common parcel pick up location at your dealership. Please do NOT mix waste streams in shipment. **we recommend sending large shipments of 20-30lbs. Website URL is being created – will disclose at a later date.*

Proceed with continuing to fill your reusable tote.

Q. Can I use my own shipping vendor?

A. No, the pricing and recycling reporting for your store are all tied to the specific tracking numbers generated through the TerraCycle website. Please do not ship any material to TerraCycle without a shipping label provided by the TerraCycle website.

Q. What are the fees to be enrolled in the program?

A. For the **2020 Subaru Loves the Earth – Service Add-on program only**

Retailers will be responsible for the following:

- cost of shipping (below \$5k/yr) and all boxes/shipping containers

Subaru of America, Inc. will be responsible for the following:

- \$250 enrollment fee
- cost of 2 reusable totes per store
- All Marketing assets/costs
- Shipping costs over \$5k/yr
- Cost of recycled end product (product TBD at this time)

Q. What are the estimated shipping costs per pound?

ACCEPTED WASTE: AIR FILTERS		ACCEPTED WASTE: NEW VEHICLE PLASTICS	
<i>Waste Stream: Subaru Air Filters</i>		<i>Waste Stream: New Vehicle Plastics</i>	
Maximum Pounds/Shipment (lbs)	Price per Shipment	Maximum Pounds/Shipment (lbs)	Price per Shipment
70	\$ 286.77	70	\$ 224.53
60	\$ 236.47	60	\$ 200.40
50	\$ 200.04	50	\$ 169.69
40	\$ 169.83	40	\$ 143.38
35	\$ 149.80	35	\$ 127.89
30	\$ 134.64	30	\$ 115.83
25	\$ 117.48	25	\$ 102.77
20	\$ 97.94	20	\$ 85.07
15	\$ 76.23	15	\$ 67.05
10	\$ 56.25	10	\$ 49.68
7	\$ 44.16	7	\$ 40.29
5	\$ 36.18	5	\$ 33.41
4	\$ 33.08	4	\$ 30.87
3	\$ 29.74	3	\$ 28.09
2	\$ 26.76	2	\$ 25.66
1	\$ 23.14	1	\$ 22.58
Overweight Fee (per lbs)		Overweight Fee (per lbs)	
\$	4.10	\$	3.21

A.

*Please pack shipments as efficiently as possible to reduce costs. The more efficiently a shipment is packed, the lower the overall cost is for recycling. Please note that we do not recommend shipping packages over 70 pounds as shipping carriers charge an overweight fee which will raise your costs to recycle the items. *20-30lbs preferred. *Cost is based on processing of individual waste stream

Q. What will my actual cost be in a year?

A. Costs will vary based on amount collected and shipped to Terracycle. However, on average a 20lb shipment will cost approximately \$100. These costs are not SAF-eligible, as they are not a customer-facing marketing expense.

Q. Since the totes are not customer facing, how will my customers know that I'm participating in this initiative?

A. As an enrolled retailer, we will provide customer facing marketing such as POP (that can be placed in the customer lounge area, service drive, etc.), opportunities to promote to your customers via your retailer website and/or CareConnect communications.

Q. What will happen to all the waste that I collect? Will there be an end product that I can display?

A. We will have a specific piece that will be available for either the customer lounge area or service drive. *Product is TBD at this time – will be disclosed during the program period

Q. If I have additional questions regarding the program, who should I contact?

A. Contact Information:

- TerraCycle Contact Information (shipping, box receipt, website questions)
 - Email: customersupport@terracecycle.com
 - Phone: 1-866-967-6766
- Program Information: **Jaime Cushman**
 - Email: jcushman@subaru.com
 - Phone: 1-856-488-3066

* Collection data (collected, weighed & # of pieces calculated) will be on the Terracycle monthly report (Service tab) which is posted on the Marketing Resource Center.