



Michael McHale  
Subaru of America, Inc.  
856-488-3326  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

Diane Anton  
Subaru of America, Inc.  
856-488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## **FOR IMMEDIATE RELEASE**

### **SUBARU OF AMERICA ANNOUNCES NEXT ROUND OF PET SAFETY PRODUCT CRASH TESTING THROUGH PARTNERSHIP WITH CENTER FOR PET SAFETY**

**Subaru and Center for Pet Safety to raise awareness of vital safety measures for four-legged friends and identify top crates and carriers on the market**

**CHERRY HILL, NJ – June 4, 2015** – Subaru of America, Inc. today announced its continued support of pet safety and crash testing of pet safety products through its partnership with the Center for Pet Safety (CPS), a registered 501(c)(3) non-profit research and consumer advocacy organization. With 56% of American pet owners traveling with their pets and one in five admitting to traveling with a pet in their lap, Subaru believes in making pet parents aware of safety risks. To help promote the safety of these beloved companions, Subaru will fund CPS's testing of pet crates and small carriers in crash situations. The study, designed by CPS, will include an investigation of crate connection options for pet owners who travel with their pets, as well as examine crate and carrier structural integrity, and gather data necessary to formulate testing and crate performance standards.

The partnership continues the work that began in 2013 with the testing by CPS of pet harnesses. The resulting Harness Crashworthiness Study uncovered major differences in performance of popular pet restraints, with many resulting in catastrophic failure that could cause serious injury to both the pet and vehicle passengers. The goal of the study was to highlight the importance of driving safely with pets and to complete the first formal test protocol and independent ratings guidelines for pet travel harnesses, published by CPS in 2014. Results can be viewed at [www.CenterforPetSafety.org](http://www.CenterforPetSafety.org); to view video of the crash testing visit [https://www.youtube.com/watch?v=-2W\\_AonRInc](https://www.youtube.com/watch?v=-2W_AonRInc).

“We want to make pet parents aware of proper safety measures they can take to help protect their pets. Following the previous study with CPS, we were delighted to support this next stage in testing,” said Michael McHale, Subaru's director of corporate communications. “Pet safety is very important to Subaru as more than half of Subaru drivers are pet owners, with over 69% of them owning at least one dog. We feel a sense of responsibility to inform pet parents of safety measures they can take.”

Subaru and CPS will once again enlist MGA Research Corporation, an independent National Highway Traffic Safety Administration (NHTSA) contracted testing laboratory, to conduct rigorous crash testing on commonly available pet safety products using realistic, specially-designed crash test dogs. The results, including a crate sizing guide and best practice for securing pets in vehicles, will be shared later this summer.

“No performance standards or test protocols currently exist in the U.S. for pet crates or carriers, and while many pet safety product manufacturers claim to test their products, they can't be substantiated without uniform test standards and protocols,” said Lindsey Wolko, Center for Pet Safety's founder and CEO. “We are very excited to once again have the support of Subaru, allowing the independent examination of pet crates and carriers. Subaru understands the importance of safety of all passengers including our four-legged friends.”

The Center for Pet Safety is not affiliated with the pet product industry. The organization uses scientific testing and references Federal Motor Vehicle Safety Standards to study pet products and establish criteria and test protocols to measure whether pet safety products provide the protection claimed by advocates and intended by the manufacturer.

### **About the Center for Pet Safety**

The Center for Pet Safety (CPS) is a 501(c)(3) non-profit research and advocacy organization dedicated to consumer and companion animal safety. Based in the Washington, D.C. Metropolitan area, the Center for Pet Safety's mission is to have an enduring, positive impact on the survivability, health, safety and well-being of companion animals and the consumer through scientific research and product testing. For additional information visit [www.CenterforPetSafety.org](http://www.CenterforPetSafety.org).

### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 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. For additional information, visit [media.subaru.com](http://media.subaru.com).

###