



To: Subaru Retailers

From: Subaru of America, Inc.

Date: May 19, 2016

Re: SSLP Reimbursement Enhancement – re-posting of 5/18 message

As you know, the Subaru Service Loaner Program is a key component in not only short term customer satisfaction, but also long term retailer and brand loyalty.

To further help stores capitalize on this opportunity, Subaru of America, Inc. is pleased to announce an enhancement to the SSLP daily reimbursement rate. The new reimbursement rate will be \$40/day and takes effect retroactively back to May 9, 2016 to align with the announcement of the WTD-65 campaign. Please note, although this enhancement is being made retroactively to support our retailer partners during the campaign, this new reimbursement rate will continue once the campaign is completed.

Please continue to utilize TSD/WebDrive to manage your SSLP fleet.

If you have questions, please contact your District Manager.