



INTRODUCTION

Our commitment to honoring you.

Subaru values our relationships. As members of our military, you are more than a customer. You are part of Subaru of America's extended family.

As a thank you for your service, you are eligible for an additional \$500 off the negotiated price on the purchase or lease of a new Subaru.

This offer applies to those in active duty and reserves, all military retirees, and veterans within 24 months of separation.

A better price. An easier time. This is our commitment to you.

Subaru takes pride in our engineering, performance, safety, and customer experience. Equally important is recognizing and thanking our military members for everything you've done for our country and community.

So it is with love, respect, and deep appreciation that we welcome you to the Subaru VIP Military Program.

The following document will outline the VIP Program Guidelines. If you have any questions, contact the VIP Department at vipprogram@subaru.com.

ELIGIBILITY

The Subaru Military Discount Program is available to Active Duty, Reserve Personnel, and Retirees of US Army, Navy, Air Force, Marines, Coast Guard, Space Force, or National Guard and Veterans within 24 months of their date of separation .

- Active Duty or Reserve members of the U.S. Army, Navy, Air Force, Space Force, Marine Corps, Coast Guard, and National Guard.
- A retiree means you are retired from the military. This includes any former member of the military who is entitled, under statute, to retired, retirement, or retainer pay. For example: 20 or more years of cumulative time in service, or being 100% medically retired.
- Veterans Military personnel honorably discharged or released from active service and within 24 months of the date of discharge.
- A spouse or domestic partner of an eligible participant, as described above, residing in the same household. Verification of eligibility and address are required.

WHO IS NOT ELIGIBLE

- This offer does not extend to eligible participants' friends or other family members.
- At the time of purchase, the participant must be a U.S. resident, and the vehicle must be titled in the U.S. (excluding Hawaii).

ELIGIBILITY VERIFICATION



- Customers will need to request a Military Program VIP Authorization Form prior to visiting a retailer at <https://www.subarunet.com/vip/customer/military>
- To access the Military Program Request Form, customers will need their eligibility verified by our trusted partner, ID.me.
- ID.me provides secure identity proofing, authentication, and group affiliation verification for government and businesses across sectors. The company's technology meets the highest federal standards.
- ID.me eligibility verification is mandatory.
- Customers who don't have an ID.me account will need to create one and work with ID.me to ensure their account accurately reflects their eligibility. If a customer needs assistance with their ID.me account or verification or has questions, they should visit the ID.me Support page, https://help.id.me/hc/en-us/p/contact_support
- ID.me offers multiple options for verifying military status, including:
 - USAA: Use your existing USAA account to rapidly verify your military status. This is the fastest and most popular verification option on ID.me.
 - Military Service Records: Enter your service information and ID.me will verify your military service record against multiple databases.
 - .mil Email Account: If you are serving on Active Duty, in the Reserves, or in the National Guard, use your .mil email account to confirm your military service.
 - Document Upload: Upload images of official documents to verify your military status. The ID.me team reviews document uploads within 60 seconds at a secure U.S.-based facility.
 - For more information visit: <https://www.id.me/individuals/group-discounts/military>

PRICING

- Eligible participants negotiate their best price directly with the retailer.
- Retailer must then clearly disclose an additional discount of \$500.00 on the Bill of Sale or Lease Agreement.
- In addition, purchases must be further reduced by all applicable zone, regional, customer, or retailer incentives or rebates, including customer or retailer finance or lease cash in effect at the time of purchase.
- Retailer may, at its discretion, provide additional discounts on any model vehicle.
- **Military Discount Program cannot be combined with any other SOA promotional offers, the VIP Premier or Signature Program, coupons such as Goodwill Loyalty Purchase Assistance (GLPA), Auto Show & Ambassador Coupons, or direct mail/email offers (except Subaru Guaranteed Trade Program (GTP) or Subaru Added Security® Maintenance Plan.**

ADDITIONAL RULES

- Eligible vehicles must be new, never previously titled, not previously reported sold, and generally have less than 300 miles. Retailer demos and used vehicles are excluded.
- Offer does not apply to sales made prior to receipt of the approved VIP Authorization Form.
- VIP customers are limited to 2 program transactions per calendar year.
- This offer cannot be redeemed for cash and must be used to purchase or lease a new Subaru.

GUIDELINES

CUSTOMER ACCESS

- Eligible participants have 24/7 access to view program information and to make a request for a VIP Authorization Form; the location to access VIP information per program is outlined below:

MILITARY PROGRAM	VIP AUTHORIZATION REQUEST LOCATION
Eligible Participants	https://www.subarunet.com/vip/customer/military

- Auto-approved authorizations will be issued immediately to the customer and retailer, provided all applicable information is available.
- Customer requests requiring additional information and member-based organization requests will be processed within twenty-four business hours.

RETAILER VISIT AUTHORIZATION FORM

- Participants and Retailers receive an approved VIP Authorization Form via email within 24 business hours of application.

TO REQUEST A VIP PROGRAM AUTHORIZATION FORM:

- Military Program requests should be submitted through ID.me.

RETAILER SELECTION

- VIP customers select the retailer of their choice, generally based on customer proximity and convenient servicing.
- Should the customer not have a retailer preference, SOA will select the closest participating retailer based on the customer's zip code.
- Program procedures are designed to identify and introduce VIP customers to their requested retailer prior to their first contact with a retailer.
- All sales must be conducted by an authorized and participating Subaru retailer within SOA regions or independent distributorships. SOA VIP Programs are available in the U.S. only, except Hawaii.

RETAILER NOTIFICATION

- Each retailer has previously designated a “VIP Contact” responsible for matters relating to VIP Programs.
- This designated “VIP Contact” will be notified via email each time a new authorization is issued to a customer interested in visiting the retailer.
- Each authorization form issued will be emailed to the applicable retailer’s VIP Retailer Visit Authorization queue, located on Subarunet, for a period of 45 days from the date issued. To access the VIP Retailer Visit Authorization queue, click on the Reports tab and choose the VIP Authorizations link.
- The VIP Retailer Visit Authorization queue provides retailer personnel access to view or print approved customer authorization forms as needed to ensure timely customer contact, verification of customer pricing eligibility, and redemption of the retailer handling fee.
- Requests for reinstatement of expired authorizations can be made via email to vipprogram@subaru.com
- Any changes to the current designated VIP contact must be requested by an authorized signer via email to vipprogram@subaru.com

VEHICLE AVAILABILITY

- All sales are subject to availability and retailer discretion. At the retailer's election, the vehicle may be secured from the retailer's new vehicle inventory, located from a nearby retailer's inventory, or ordered from SOA.
- From time to time, specific models may be excluded or temporarily held from the program as determined by SOA. Excluded vehicles will be outlined on VIP Authorization Form and may be subject to change.
- Should an eligible participant choose to opt out of the program and negotiate directly with a retailer, it is recommended that it be clearly noted on the buyer's order, acknowledged by both parties and a copy submitted to VIP Program Headquarters at vipprogram@subaru.com
- New Subaru vehicles are those never titled, not previously reported sold, and generally have less than 300 miles. Retailer demos and used vehicles are excluded from the VIP Program.

VEHICLE LIMIT

- VIP Program customers are eligible to purchase or lease two 2 new vehicles per calendar year.

ACCESSORY PRICING

- Accessories that are added to the vehicle at the factory will be included in the retailer invoice cost.
- However, the retailer will determine the price of any accessories added after the vehicle has arrived at the retailer's location, as the retailer will incur procurement and labor costs to obtain and install such accessories.
- Retailer-installed accessories must be itemized on the signed Buyer's Order/Bill of Sale or supported by repair orders.

EXTENDED WARRANTY OR MAINTENANCE PLAN

- The cost of any extended service contracts or maintenance plans will be determined by the retailer and agreed upon jointly by the retailer and the customer.

INCENTIVES/REBATES

- Any applicable zone or regional customer or retailer incentives available at the time of delivery must be deducted from the VIP customer's discounted purchase or lease price
- Rebates or incentives include any customer cash, retailer cash, finance cash, and/or lease cash available at the time of delivery.

- VIP Program pricing cannot be combined with other VIP Programs, SOA promotional offers or coupons, including but not limited to the Premier, Signature, Educator, and Military Program \$500 discount coupons, Goodwill Loyalty Purchase Assistance (GLPA), Auto Show or Internet Coupons, or Direct Mail Offers. Exceptions: Subaru Guaranteed Trade Program (GTP) and \$500 Subaru Added Security Maintenance Plan coupons
- Stair Step is excluded.

TRADE-INS

- The value of a trade-in is determined by the participating retailer and is agreed upon jointly with the VIP customer.

LEASING

- Lease arrangements, if any, will be determined in the usual manner with the retailer and subject to the retailer's standard credit approval practices.
- VIP Program customers are eligible to apply for special lease program offers that may be in effect at the time of delivery.
- VIP Program pricing must be disclosed as the "Agreed Upon Value of the Vehicle" on the lease agreement (Section 11A and Section 16A).
- The customer is responsible for any and all upfront fees (such as acquisition fee, security deposit, license, title, tax, etc.) required at the time of delivery.

FINANCING

- Financing arrangements, if any, will be determined in the usual manner with the retailer and will be subject to standard credit approval practices of the retailer.
- VIP Program customers are eligible to apply for any special low-rate financing offers that may be in effect at the time of purchase.

GENERAL PROVISIONS

- The VIP customer is responsible for all applicable federal, state, or local taxes, license, municipality registration, and lease fees. Any customary retailer advertising, administrative, and/or trade fees are also the responsibility of the VIP customer and must be itemized on the buyer's order.
- The special VIP Program pricing does not apply to sales made prior to receipt of the approved Retailer Visit Authorization form.
- It is not the intention or purpose of the program to interfere with any pricing negotiations currently underway between a retailer and a customer who has previously visited the retailer without an approved Retailer Visit Authorization form. In such situations, the VIP Program is not applicable.
- From time to time, SOA may conduct follow-up market research with the customer to obtain their opinion of the program and to gather information regarding their retailer experience.
- Program subject to change without notice.