

# The NORTH PARK Quarterly



Now 2 Locations to Serve You Better!

**Subaru at Dominion is Now Open!**

See Inside for More Details and Service Specials

Now Open!



THE SUBARU  
**LOVE**  
SPRING  
EVENT



## Subaru will Plant a Tree in Your Name!

Subaru is committed to being an environmental leader. Producing clean vehicles, including our hybrids and PZEVs (partial zero-emission vehicles) is just part of that responsibility. All Subaru vehicles are built in zero-landfill plants, which means all waste is recycled or turned into electricity. This commitment to sustainability isn't a recent trend: our U.S. assembly location (Lafayette, Indiana) was the first (and is still the only)



auto assembly plant in the U.S. to achieve zero-landfill status, a status it achieved in May 2008! Producing durable, long-lasting vehicles is another part of the Subaru story: 95% of Subaru vehicles sold in the last 10 years are still on the road today (Durability: it's what makes Subaru, a Subaru... wait, wrong slogan!)

Our "Spring Love" Sales Event going on in March is another way Subaru is giving back to the environment.

**For every new Subaru purchased or leased before March 31st, Subaru will plant a tree on behalf of the customer, to support U.S. re-forestation!**

Customers will be able to choose from among 20 reforestation areas (all in the U.S.) identified as priority needs by Subaru, where your tree will be planted. North Park Subaru will help you "save some green" in March both on a new Subaru, and in our environment!

### 2015 Best Brand for Resale Value!



Subaru was recently awarded "Best Overall Automotive Brand" for resale value performance by Kelley Blue Book.

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### Subaru and the Environment



The only vehicle manufacturing plant in the U.S. classified by the EPA as a "zero landfill" environmentally friendly plant.

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### Subaru Donation Sets Record



Subaru's year-end "Share the Love" provided for over \$15 million in donations to five different charities.

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## North Park Subaru: Our 2nd Location is Now Open, Serving NW San Antonio and the Hill Country.

North Park Subaru is pleased to announce the opening of our 2nd location, on IH-10 just past the Rim shopping area: if approaching from the south, exit Dominion Drive, take the turnaround and we'll be right on the frontage road after our new Dominion Lexus store. If approaching from the north (Hill Country), usually the best exit is Camp Bullis: take that turnaround, and then the Dominion Drive turnaround (you avoid multiple stoplights this way).

Perhaps what we are most proud about

is our dedicated Subaru parts and service departments – from the big Subaru logo embedded into the tile of our service drive to the all-blue lifts in our technician bays, you'll know when you drive up that this building is all about North Park Subaru Stellar Care service! Many of you know Tim Sanderson from his tenure as lead Subaru service advisor and then service manager on San Pedro – he's service manager at Dominion and his team of advisors technicians are ready and able to handle any repair or maintenance need you have. Bill



### ★ DOMINION:

21415 IH-10 West, SAT 78257  
**SALES:** (210) 816-8000  
**SERVICE:** (210) 816-7000  
**PARTS:** (210) 816-9000  
[npsubarudominion.com](http://npsubarudominion.com)

### ★ SAN PEDRO:

9807 San Pedro Ave, SAT 78216  
**SALES:** (210) 308-0200  
**SERVICE:** (210) 341-8811  
**PARTS:** (210) 341-8846  
[npsubaru.com](http://npsubaru.com)

Brewer is our General Manager and General Sales Manager on-site: Bill has worked for many years in sales for North Park, the last few leading our San Pedro sales location, setting record after record! Dillon DeBerry and his parts team are also eager to help you with any and every part or accessory that will fit your Subaru. **Come see us!**



## Subaru and the Environment

How did Subaru's Lafayette plant become the only vehicle manufacturing plant classified by the EPA as a "zero landfill" environmentally friendly plant? A dedicated team went step-by-step through every process and every area of the plant to get there. They first found it was easy enough (though few do it) to find ways to recycle or re-use steel, cardboard and pallets. But they also wanted to find ways to cut down on the amount of trash they were producing.

Originally 30% of their waste was paper from the bathrooms and cafeteria. That all went to an incinerator where it was burned and turned into steam energy. And though



that met the requirements for a zero-landfill facility, it wasn't good enough for the team at SIA (Subaru of Indiana Automotive). Now they use biodegradable paper products (some made from corn) and have set up two 90 gallon composters behind the plant where the paper products and other food scraps are turned into nutrient dense soil that employees come and pick up for their own gardens.

At SIA, their belief is that waste is just a raw material with a next use that hasn't yet been discovered. Discover that use, and it's no longer waste. The same was the case for the additional 300+ acres of land where the plant

The Only Vehicle Manufacturing Plant classified by the EPA as a "zero landfill" Environmentally Friendly Plant.



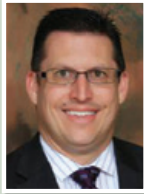
The Subaru plant in Lafayette, Indiana.

resides: it's been turned into dedicated wildlife zones. Right in the middle of the test track is a large pond that serves as a blue heron sanctuary and a bald eagle migration zone. Because of these efforts, SIA's Lafayette plant became the first (and still only) plant in the United States to be designated as a Backyard Wildlife Habitat by the National Wildlife Federation!

## 2014 "Share The Love" Event Sets Donation Record.

Subaru's 7th annual "Share the Love" event was a tremendous success – **over \$15 million was donated this year** to four

### Welcome to Subaru!



**STEPHEN MARKHAM**  
 General Sales Manager  
 on San Pedro

Began my automotive career in the Kahlig organization at Lexus of San Antonio in August of 2006: serving our customers as a Sales Consultant, Finance Manager, and Sales Manager. Moved to North Park Subaru in September of 2014, and absolutely love this product and what Subaru stands for!



**DENNIS MUNOZ**  
 Pre-owned Sales Manager at  
 Dominion

I have been a used car director for 23yrs, and with the Kahlig Auto Group since 2009, at North Park Mazda. I'm most proud of the 6 Presidents Awards we earned from Mazda, awarded for exemplary customer satisfaction and sales performance. I and the rest of our Subaru team look forward to serving you here at our new Dominion location.



**CHUCK TARR**  
 Service Manager on San Pedro

I am a native Texan and die-hard Spurs fan. Over the last 24 years I have had a number of great opportunities and have worked with countless wonderful co-workers and clients. I have enjoyed my time as a Parts Associate, Parts Manager, Service Advisor and Service and Parts Director. I recently joined the North Park Subaru team in February of 2015 and could not be happier.



**ABEL AGUIRRE**  
 Service Advisor on San Pedro

I'm not a native Texan (born in CA), but I got here as soon as I could! Started assisting Subaru service customers in 2003 in El Paso, moved to town and to North Park last fall. I have a true passion for Subaru: my 1st car was a '98 Outback handed down from my mom (great, long-lasting vehicles!) and I built my 2007 WRX to achieve 744 hp (I've been known to drag race Subies down the ¼ mile!). One of my favorite quotes is "There are no traffic jams on the extra mile" (Zig Ziglar)



**DILLON DEBERRY**  
 Parts Manager at Dominion

I started my automotive Career with Kahlig Auto in June of 2010 at Lexus of San Antonio: serving our customers as a Roadside Technician, and Parts Specialist. Moved To North Park Subaru at Dominion as Parts Manager in late 2014. Have been amazed with the product Subaru has to offer! Have been a licensed race car driver since I was 13 and have over ten years of automotive high performance experience.

national charities (Make-A-Wish, Meals on Wheels, ASPCA, National Park Foundation) and the Animal Defense League of Texas. Over the seven years of "Share the Love", Subaru has now donated over \$50 million: supporting nearly 300 animal shelters, granting more than 600 wishes for sick children, funding over 1 million meal deliveries to seniors, and supporting 70 national parks. Thank you to all our North Park owners who bought or



leased a new Subaru during the campaign this year, or in years past. Thanks also to everyone in the North Park Subaru family (owners, employees, friends and family members) who have stopped, and taken time out of their busy lives to donate money, volunteer with a charity or cause, adopt a pet, or just found a way to help out in their community. Every contribution counts – *we can make a difference!*

## 2015 Best Brand for Resale Value!



Kelley Blue Book has announced that Subaru has won its prestigious **2015 Best Resale Value Brand Award**.

In addition, Subaru has an impressive three models that have won **2015 Best Resale Value Awards** in their categories.

**Compact Car Category:**  
**2015 Subaru Impreza**

**Sporty Compact Car Category:**  
**2015 Subaru WRX**

**Mid-size Car Category:**  
**2015 Subaru Legacy**

The *Best Resale Value Awards* recognize vehicles for their projected retained value through the initial five-year ownership period. Since depreciation is typically a car-buyer's largest expense during ownership, this award is designed to help consumers make more informed car-buying decisions. Thomas J. Doll (president, Subaru of America) said "we are proud to receive 'Best Resale Value' recognition (overall for the Subaru brand), as well as multiple segment honors (for Impreza, WRX & Legacy). These awards (now in their 13th year) underscore the inherent value in Subaru vehicles, value that stems from our class-leading safety, reliability and durability." Don't forget great styling, ultra-practicality and one of the best low-traction all-wheel drive systems around... there is a lot to love about owning a Subaru!



2015 Subaru Outback



2015 Subaru BRZ



2015 Subaru XV Crosstrek



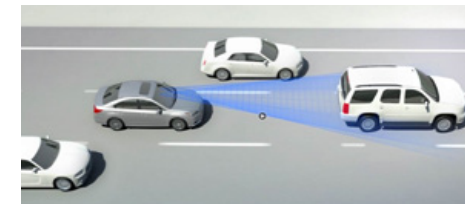
2015 Subaru WRX

### Introducing Subaru EyeSight®

## Subaru models score highest in front crash prevention tests.

Subaru EyeSight®, developed by Subaru engineers, is the most significant leap in crash prevention since our invention of Symmetrical All-Wheel Drive. EyeSight is an extra set of eyes on the road, and if need be, an extra foot on the brake when you drive. When equipped with Subaru EyeSight, the 2015 Subaru Forester, Impreza, Legacy, Outback, and XV Crosstrek models received the highest possible score in front crash prevention by the IIHS.

EyeSight is available on select Subaru Forester, Impreza, Legacy, Outback, and XV Crosstrek models.



#### ✓ ADAPTIVE CRUISE CONTROL

To keep a safe distance from the car in front of you, is choose the distance you want to preserve. EyeSight will automatically use braking and monitoring technology to keep you safe during your travels.

#### ✓ LANE DEPARTURE & SWAY WARNING

Momentary distractions might happen when you're behind the wheel. The EyeSight technology monitors your position on the road and will alert you if you unintentionally stray out of your lane.

#### ✓ PRE-COLLISION BRAKING

We all hope we can react quick enough to hit the brakes when something unanticipated happens on the road. EyeSight can hit them even quicker. Pre-Collision Braking helps you avoid or reduce frontal impact by alerting you and applying full braking forces in emergency situations.

#### ✓ PRE-COLLISION THROTTLE MANAGEMENT

Unexpected things happen to even the safest drivers. Pre-Collision Throttle Management detects objects in front of your Subaru that you are likely to hit. It will reduce the power from the engine to help minimize the possible impact force and frontal impact damage.

# The NORTH PARK Quarterly



SERVICE SPECIAL

## ALL WHEEL ALIGNMENT



**\$89<sup>95</sup>**  
Regularly \$109.99

**Service includes:**

- Inspect/adjust caster, camber & toe (if needed)
- Inspect suspension & steering linkage
- Road test



Must present coupon at time of write-up. Cannot be combined with any other special. Prices may vary by model. Service will be completed per model specifications. Subaru vehicles only. Expires 4/30/15

SERVICE SPECIAL

## SYNTHETIC OIL CHANGE PLUS



**\$100<sup>00</sup> OFF**  
Regular Price \$69.95

**Service includes:**

- Replace engine oil with synthetic oil (5 quarts)
- Replace oil filter with a Genuine Subaru oil filter
- Top off all fluid levels
- Multi-point vehicle inspection



Please present coupon at time of write-up. Cannot be combined with any other special. Prices may vary by model. Service will be completed per model specifications. Subaru vehicles only. Expires 4/30/15

SERVICE SPECIAL

## WILD CARD SERVICE SPECIAL



**\$100<sup>00</sup> OFF**

**Save up to \$100 off your service visit!**

- \$10.00 off vehicle service of \$50.00 - \$99.99
- \$20.00 off vehicle service of \$100.00 - \$199.00
- \$40.00 off vehicle service of \$200.00 - \$299.99
- \$100.00 off vehicle service of \$500.00 - up



Please present coupon at time of write-up. Cannot be combined with any other specials. Prices may vary by model. Valid for Subaru vehicles only. Expires 4/30/15

# Did you know Subaru sedans are AWD too?

**In addition to Subaru's All-Wheel-Drive Sport Utility Vehicles, the newly redesigned 2015 sedans are AWD as well.**

Did you also know the Legacy and Impreza have an impressive list of attributes that appeal to new car buyers in the compact and mid-sized classes?

For example, the Subaru Legacy has been redesigned for 2015 to improve its fuel efficiency, its styling, and its overall quality in a bid to attract a wider audience of family shoppers. Nicer inside and out than ever before, and with the only standard all-wheel drive system in its segment, Legacy retains enough of its unique character to still appeal to the Subaru faithful while edging out rivals like Nissan Altima and Toyota Camry.

The new Legacy provides more passenger room, quieter engine, increased miles per gallon, upgraded materials in the passenger compartment, and an upgraded safety system highlighted by EyeSight.

**Subaru Legacy is the only vehicle in its class to offer no-charge all-wheel drive.**

Another example is the 2015 Subaru Impreza, the only model in its compact class to offer standard all-wheel drive. For 2015, Impreza gets a refresh that includes new front-end styling, improved infotainment, new advanced-safety options, and better fuel economy—all things that should help those shopping for a smaller vehicle, find big value in the attractive, incredibly able and agile Impreza!

The new Impreza has quicker steering response, improved aerodynamics and a much quieter interior. Additionally, a new option for the 2.0i Limited and 2.0i Sport Limited includes keyless access with push-button starting and PIN code access. Subaru is also offering its EyeSight technology as an optional package on both Impreza and Legacy for 2015. EyeSight includes adaptive cruise control, pre-collision braking, lane-departure warning, and steering-responsive fog lights that illuminate around corners to help the driver see better after dark.



**2015 Subaru Legacy Upgrades:**

- Improved Fuel Efficiency
- More Passenger Room
- Quieter Engine
- EyeSight Safety Package



**2015 Subaru Impreza Upgrades:**

- Quicker Steering Response
- Improved Aerodynamics
- Improved Audio & Navigation System
- EyeSight Safety Package