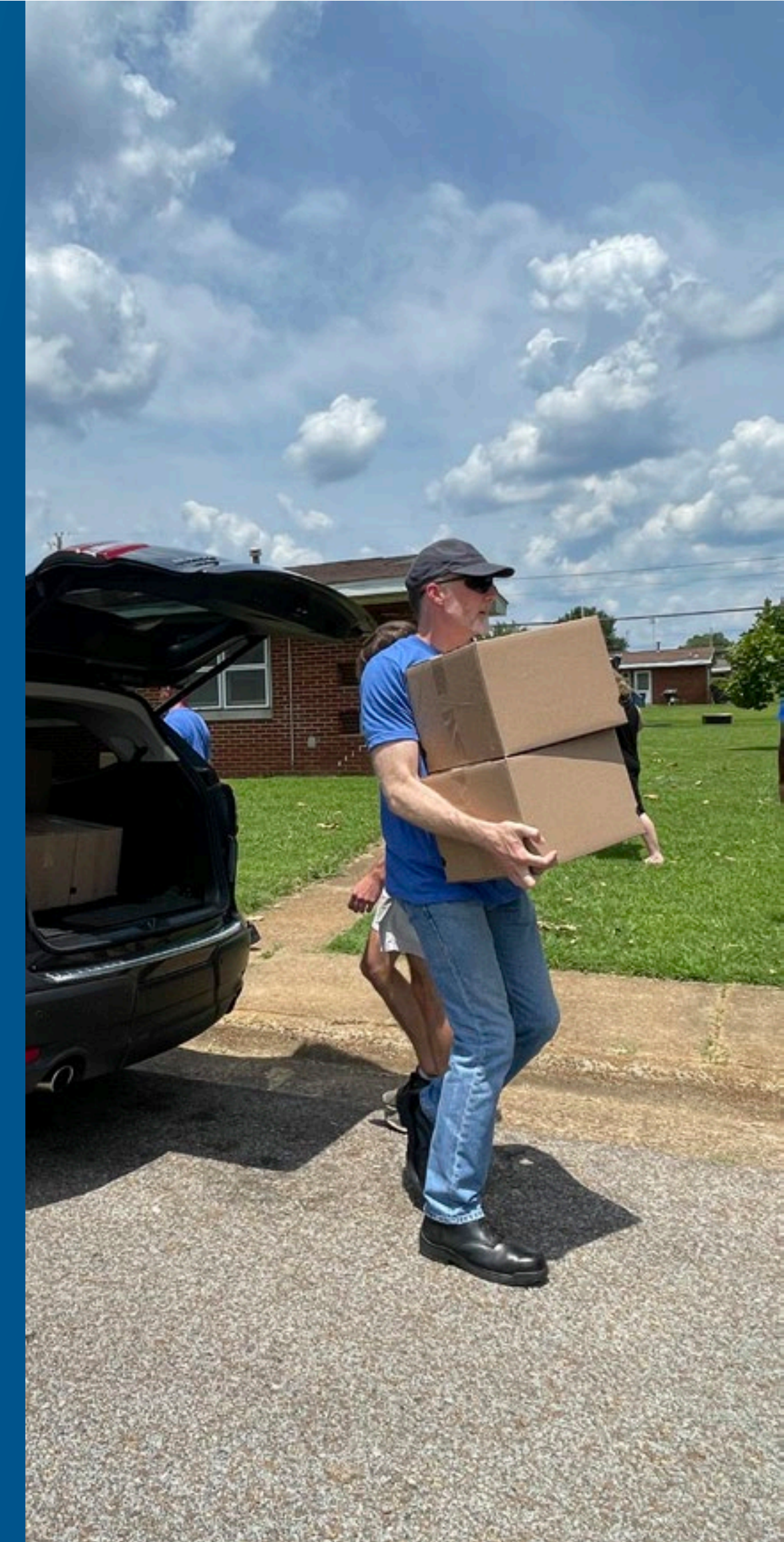




A YEAR OF LOVE 2022



LANDERS McLarty
.....
SUBARU

OUR STORY

LANDERS McLarty
.....
SUBARU

Subaru Loves To Help

At Landers McLarty Subaru, our entire team shares a passion for our community and a dedication to making a real difference. Our owner and operator, Frank Williams, makes it his mission to ensure that we support our local nonprofits and charities. Through our efforts and partnerships with the community, Landers McLarty Subaru helps dozens of organizations in the area. At the end of the day, we know our success is determined by neighbors and friends who give us their business and put their trust in us. In return, we strive to go above and beyond to reciprocate that support, without fail.

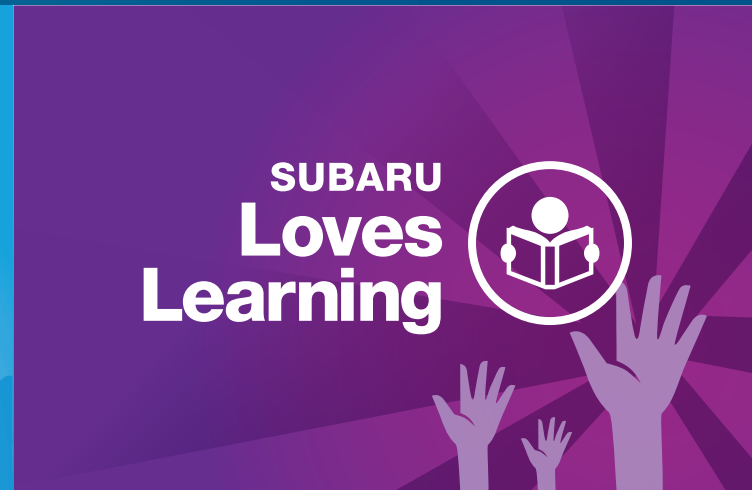
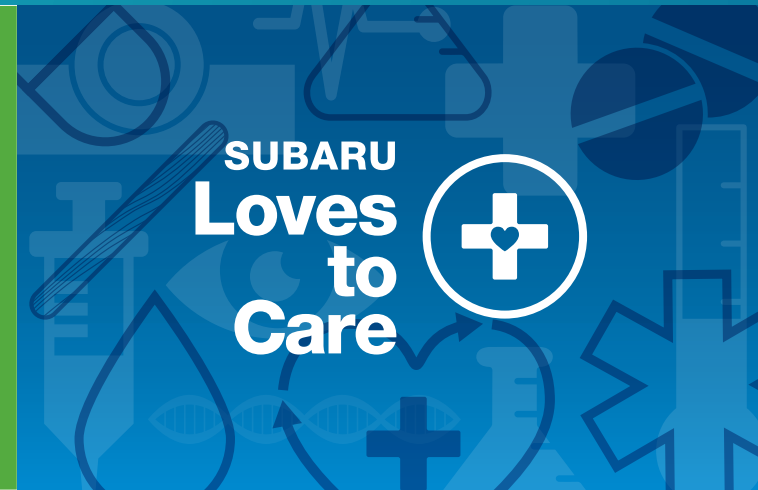
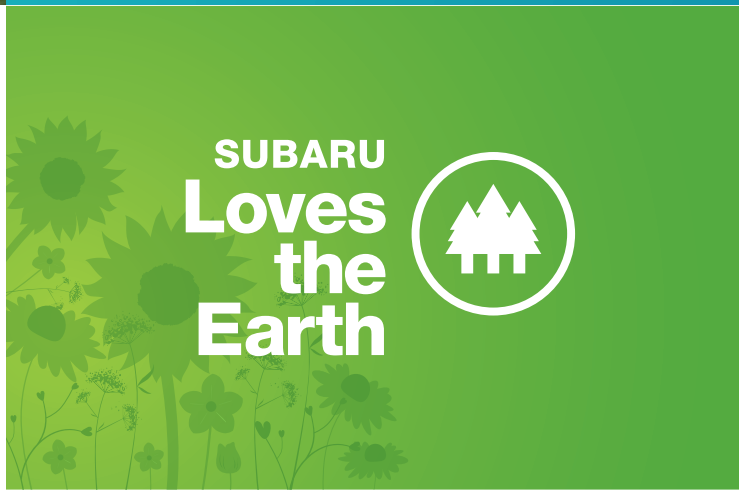




Our Love Promise

In 2021, Landers McLarty Subaru proudly received the Subaru Love Promise Community Commitment Award. This award nationally recognizes Subaru retailers who are making the world a better place, while demonstrating an outstanding commitment to supporting passions and causes in local communities. These efforts are focused on important areas such as the environment, community, health, education, and pets. All of us with the Landers McLarty Subaru team are honored to have the privilege to work and serve in the Huntsville community and surrounding areas! At the end of the day, we know it's about more than cars, it's about investing in the communities we love.

LANDERS McLarty
SUBARU



Rose of Sharon SPRING DONATION DRIVE



Helping the Homeless

One of the most difficult situations anyone can find themselves in is going without proper shelter. Unfortunately, here in Huntsville, there are several individuals who are homeless. Living exposed to the elements can prove very challenging, so we wanted to help. This spring, we partnered with the Rose of Sharon for a “Spring Cleaning” donation drive. We collected donations of gently used camping gear like sleeping bags, flashlights and camping stoves for the Rose of Sharon. The nonprofit then distributed these items to people in the community with a need. Thanks to our wonderful customers, we were able to make a positive impact on the local homeless community.



CLEAN UP DAY



Keeping Huntsville Beautiful

It's a well-known fact that Subaru Loves the Earth; so each year, we do our part to make the world a better place by keeping our corner of the world clean. This year, during the Subaru Ambassador National Clean Up event, we collected over 200 pounds of trash. This included buckets, pipes, tire fragments, wood pallets, and grocery carts. We're so thankful from the help we received from Operation Green Team.



MARDI GRAS

Laissez Les Bon Ton Roulet

Everyone loves an excuse to celebrate, especially here at Landers McLarty Subaru. This year, we invited our customers to visit the dealership and get in the Mardi Gras spirit. Thanks to our Subaru Ambassador, Jean Mack, the event was a great success. Everyone in attendance had a great time kicking off Lent.



LOVE PROMISE MOMENTS



Going the Extra Mile

At Landers McLarty Subaru, our customers and their families mean everything to us. So, when a customer drops off their vehicle to be serviced and informs our team that his wife is due any day, you make sure he's prepared! Just to do a little something extra, our service staff put together a baby basket and left it in his front seat as a surprise. The look on his face was worth it! We are so thankful to have such amazing customers, and we love finding ways to show them our thanks.



FEBRUARY

HAPPY CUSTOMERS

LANDERS McLarty
SUBARU



Brittany & Ian



Heather



Wende

MARCH

Food Bank of North Alabama CANNED FOOD DRIVE



**FOOD BANK OF
NORTH ALABAMA**

Elves Stocking the Shelves

Landers McLarty Subaru loves helping Huntsville, especially when it comes to efforts that combat food insecurity. We partnered with our wonderful Subaru Ambassadors this year for a St. Patrick's Day food drive benefiting the Food Bank of North Alabama. Together, we were able to help stock the shelves of the food bank and help so many local families.



LANDERS McLarty
SUBARU

INTERNATIONAL EMPLOYEE DAY

MARCH



The Keys to Our Success

We believe that Landers McLarty Subaru is a great place to work. Part of the reason we feel this way is because we see our staff as one big family. On International Employee Day, we made sure to make them feel special and remind them just how much we value their amazing efforts each and every day. We wouldn't be where we are today without our dedicated team.



LANDERS McLarty
SUBARU

MARCH

HAPPY CUSTOMERS

LANDERS McLarty
SUBARU



Joshua



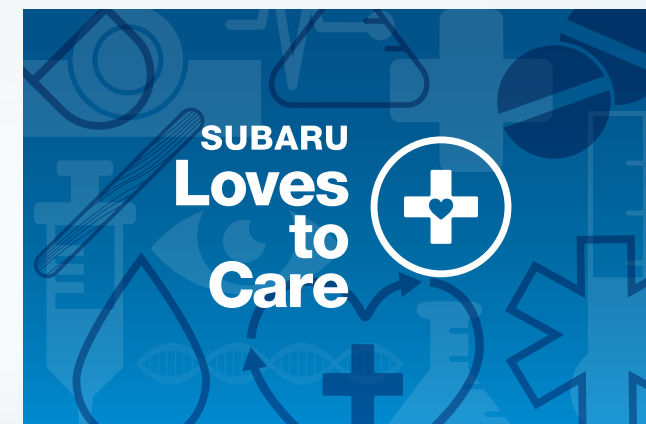
Patricia & Dan

Ryker's Rainbow CHECK PRESENTATION



Our 2022 Hometown Charity

Once again this year, Landers McLarty Subaru chose to support the local nonprofit, Ryker's Rainbow, as our Hometown Charity for the Subaru Share the Love® Event. This Texas-based organization supports bereaved families who suffer the loss of a newborn or infant by offering meaningful keepsakes and gifts of remembrance. They do this through a curated gift box which includes a number of hand-picked items. Financial assistance is also available for families to aid in the cost of burial, medical expenses, night nurses or other expenses related to their loss. Last year, we donated over \$24k to Ryker's Rainbow.



EASTER EVENT



Egg Hunt

Our Subaru Ambassador, Jean Mack, really knows how to put together a stellar event. This Easter, Jean organized a fun-filled Easter egg hunt at the dealership. Kids of all ages attended the event, while our staff chatted with their parents about the possibility of purchasing a new Subaru vehicle. Plus, we offered some egg-straordinary deals to sweeten the offer. It was so fun seeing all the children running around the dealership with big smiles on their faces.



LANDERS McLarty
SUBARU

MARCH

HAPPY CUSTOMERS

LANDERS McLarty
SUBARU



Sophia

MOTHER'S DAY



Subaru
Ambassador

Gift Bags for Moms

This year for Mother's Day, our Subaru Ambassadors put together several gift bags for the moms visiting the dealership. We encouraged potential customers to come and chat with a member of the sales team about getting the mom in their life a new Subaru. Plus, we sent them off with one of the gift bags we made. We love meeting potential new customers at events like this. It gives us the chance to go the extra mile to earn their business and respect.



LANDERS McLarty
SUBARU



Rose of Sharon KICK-OFF



A Year of Service Kick-Off Event

Landers McLarty Subaru proudly participated in a year-long partnership with one of Huntsville’s most impactful nonprofit organizations, the Rose of Sharon Soup Kitchen. Over this year-long partnership, Landers McLarty Subaru and Frank Williams covered all of the costs Rose of Sharon incurs for a year and dedicated several volunteer hours. For over a decade, the ministry provided by Rose of Sharon has not only worked to remove hurdles for many in the community but also provided emotional support and spiritual fellowship. Their mission of showing love and grace when meeting the physical and spiritual needs of the homeless and underprivileged aligns perfectly with the values of the Landers McLarty Subaru.



KICK-OFF

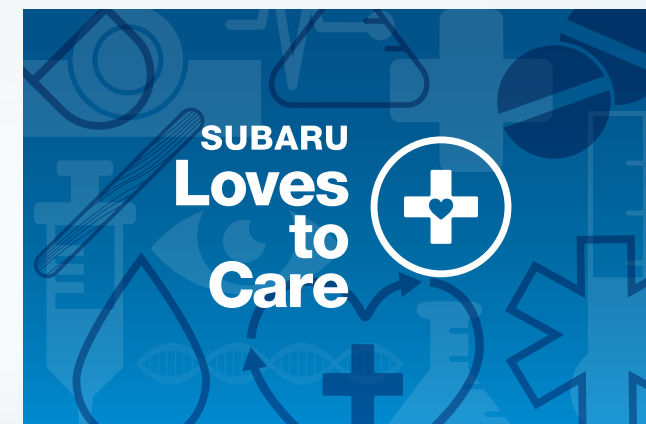


Leukemia & Lymphoma Society MESSAGES OF HOPE

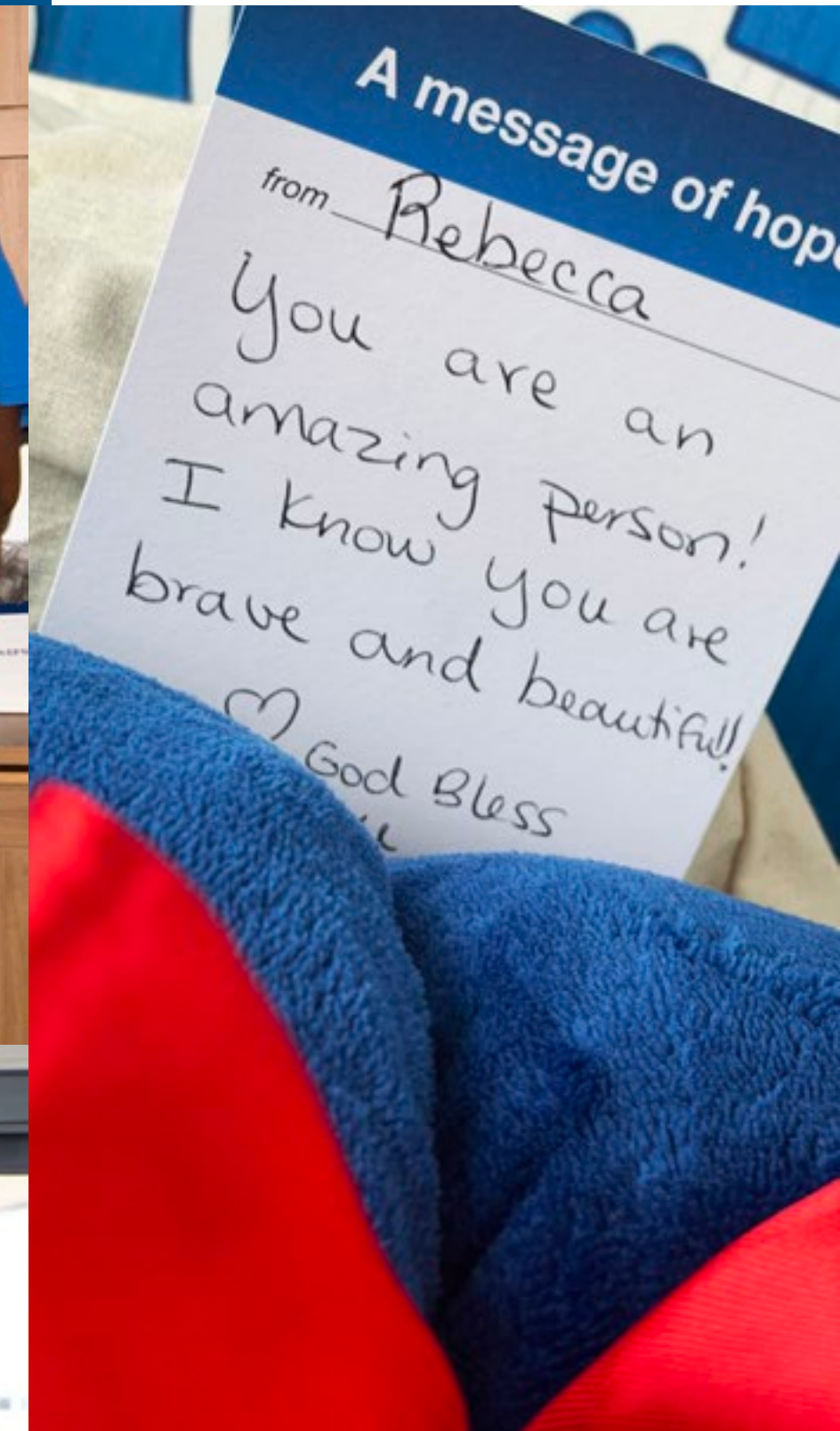
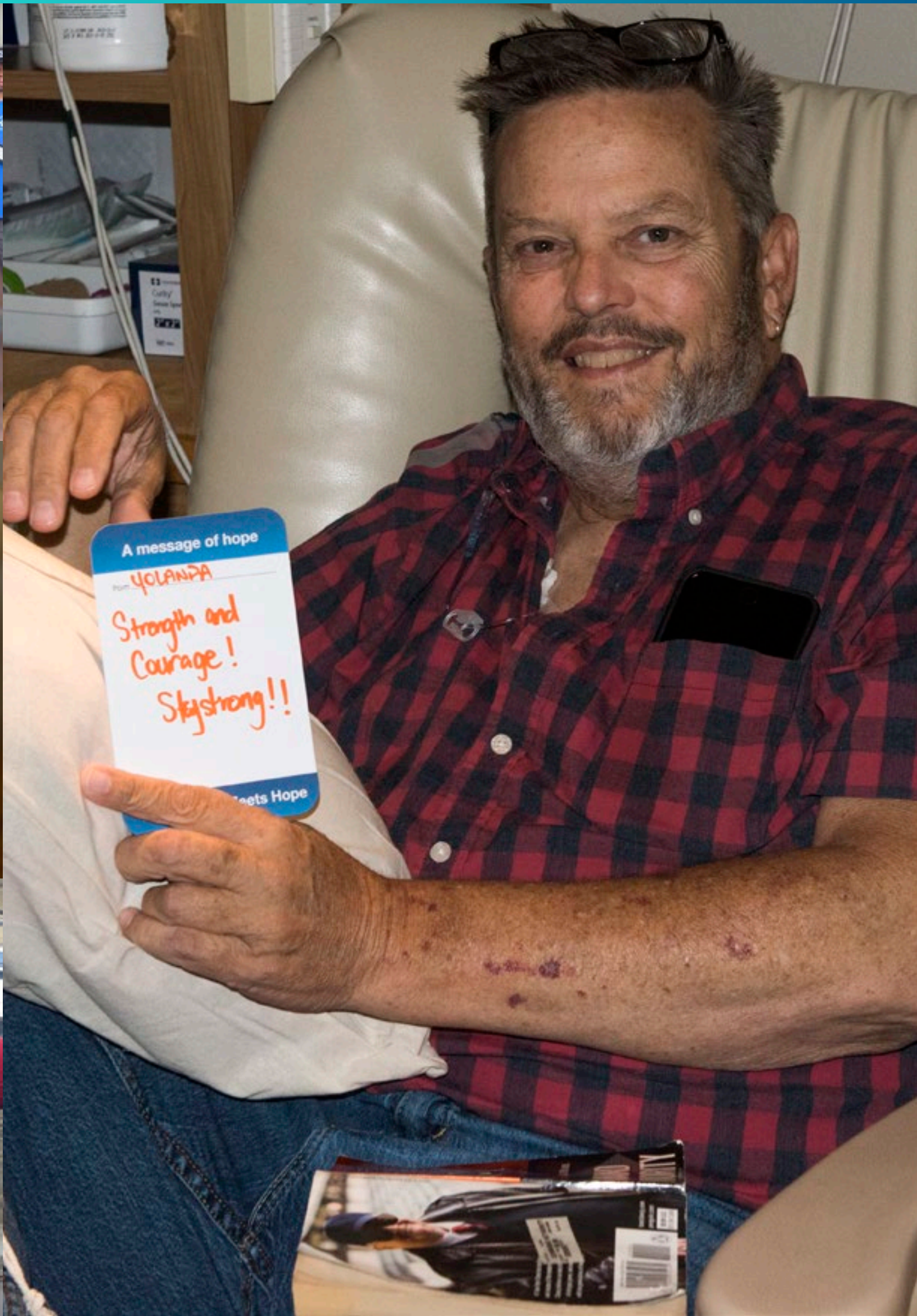


Encouraging Local Cancer Patients

This past June, the team at Landers McLarty Subaru and our customers wrote messages of hope to encourage patients at the Leukemia & Lymphoma Society. Those messages were paired with a blanket and then delivered directly by our team of volunteers to patients at the Clearview Cancer Institute. Taking time out of our day-to-day operations to support every member of our community is extremely important to everyone at Landers McLarty Subaru. Our hope is to be able to provide patients with some physical and emotional warmth brought by blankets and messages from people who care about them.



MESSAGES OF HOPE



FATHER'S DAY



Grilling Out

This year for Father's Day, our Subaru Ambassadors pulled out the grill and got to cooking. We set the fathers in attendance up with some amazing, fresh food cooked on the grill and their very own set of grilling tools. We encouraged potential customers to come chat with a member of the sales team about purchasing a new Subaru for their father. We love hosting events like these for existing and new customers.



LANDERS McLarty
SUBARU

HAPPY CUSTOMERS

LANDERS McLarty
SUBARU



Emily



The Ridgell Family



Gerald

PETS VISIT THE DEALERSHIP

It always makes our day when customers bring along their pets to the dealership. We get to meet some cuties; just look at Miss Jane! She stopped by in June and we fell in love with her and her amazing hair-do. Naturally, we sent Jane home with some Subaru swag!



Rose of Sharon SCHOOL SUPPLY DONATION DRIVE



JULY

Filling Backpacks for Students

Toward the last part of the summer, we hosted a school supply donation drive as part of our partnership with the Rose of Sharon. Our wonderful customers dropped off school supplies at the dealership and by the time school was in session, we were able to make a significant donation to the Rose of Sharon. They then filled backpacks with those supplies and distributed them to children served by the Rose of Sharon. We're so glad our customers are just as passionate about giving back to the community of Huntsville as we are.

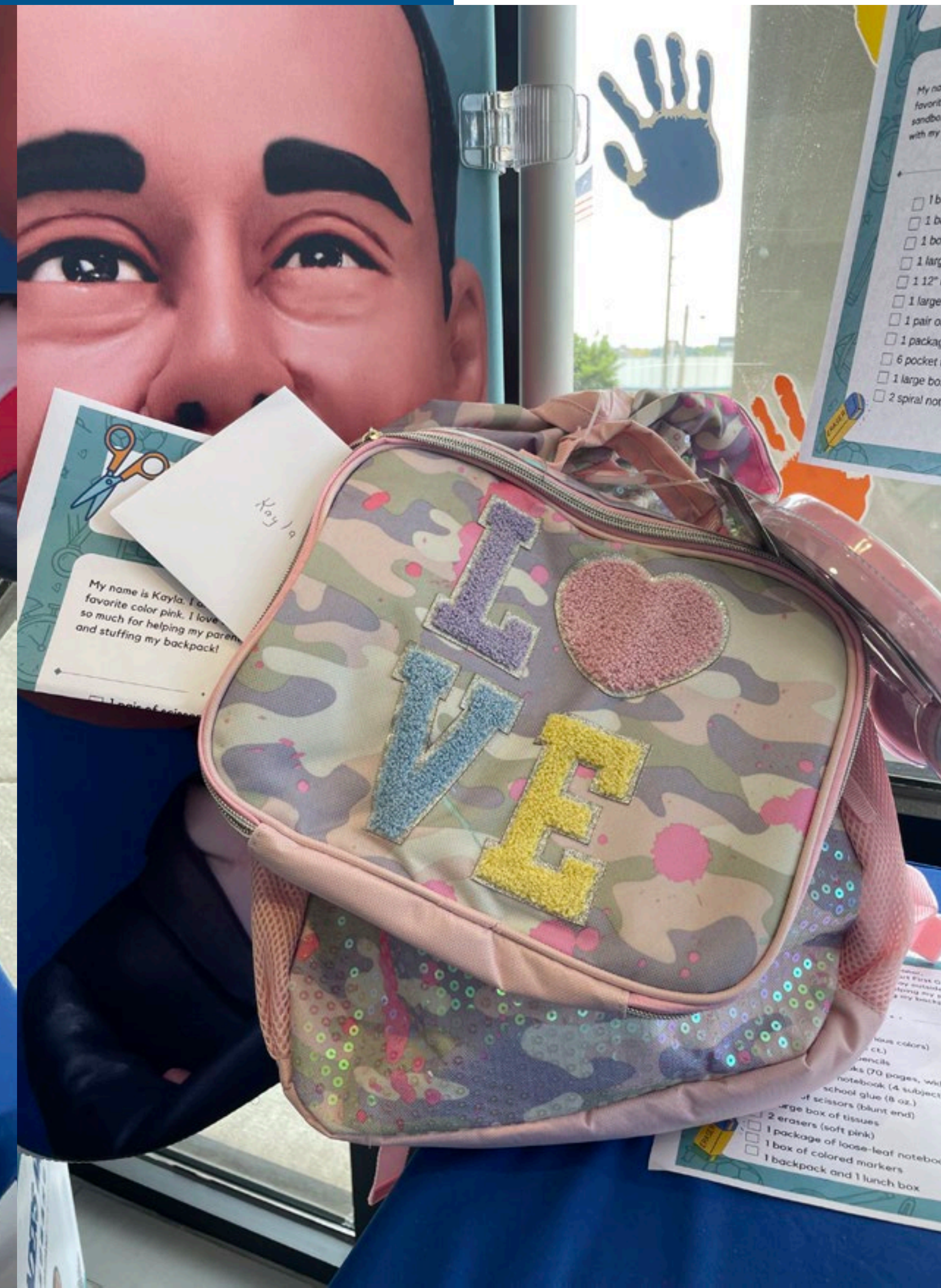


SUBARU
Loves
Learning



LANDERS McLarty
SUBARU

SCHOOL SUPPLY DONATION DRIVE



JULY

Rose of Sharon FEEDING 100 FAMILIES



Door-to-Door Delivery

Volunteers from Landers McLarty Subaru joined Rose of Sharon to hand-deliver 100 boxes of food to low-income areas of Huntsville. Rose of Sharon specifically targeted areas around Huntsville where the volunteers could make the largest impact with these donations. Filling in these gaps in service is a priority. In addition to delivering boxes of food, going door-to-door and person-to-person also provided opportunities for fellowship, which is one of the main pillars upon which Rose of Sharon operates.



LANDERS McLarty
SUBARU

FEEDING 100 FAMILIES



Rose of Sharon FALL DONATION DRIVE



Serving the Underserved

Making sure that the Rose of Sharon had everything it needs to continue serving the underserved in our community was our top priority this year. In August, we asked our devoted customers to help join the cause with a donation drive. We collected so many non-perishable food items and hygiene products, which were later delivered to the Rose of Sharon. The organization then passed out food and “Blessing Bags” filled with hygiene products to the local homeless community and people who experience food insecurity. It warms our hearts to be able to make such an impact.



AUGUST



Rose of Sharon LANDERS MCLARTY SUBARU VOLUNTEERS



Fellowship & Feeding the Hungry

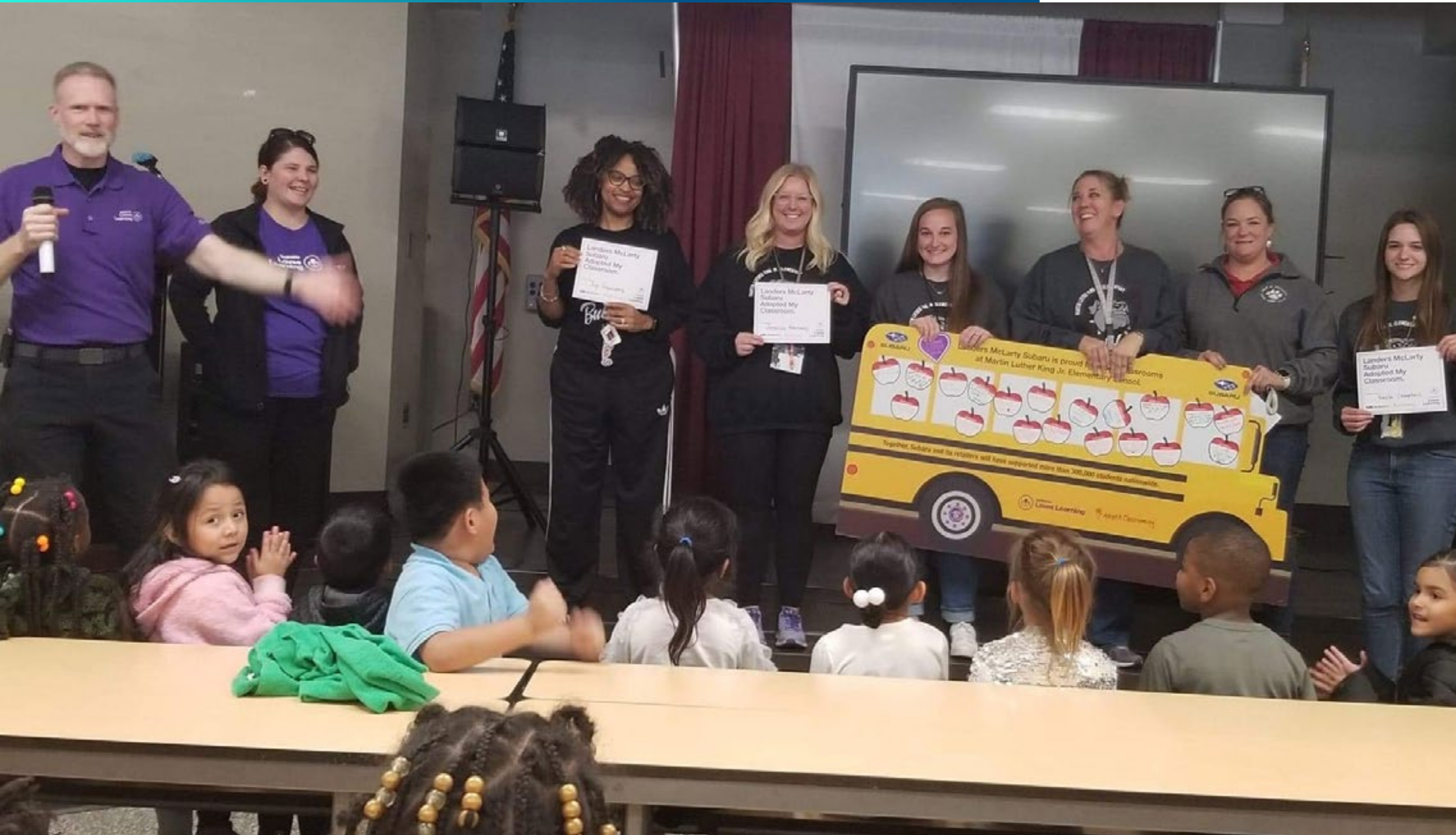
In August, volunteers from Landers McLarty Subaru joined the staff at Rose of Sharon on location to serve a free, hot lunch during serving hours. This event lent way to opportunities for servitude and fellowship; something that is a huge part of the overall mission of Rose of Sharon and the volunteers at Landers McLarty Subaru. This dedication to showing love and grace when meeting the physical and spiritual needs of the homeless and underprivileged aligns perfectly with the values of the Frank Williams family of dealerships.



Adopt a Classroom UPLIFTING NOTES FOR TEACHERS



Landers McLarty Subaru believes that all students deserve an equal and fair opportunity at a quality education. In the month of August, we celebrated Subaru Loves Learning by providing teachers at Martin Luther King Jr. Elementary with flexible funding to purchase the school supplies and resources they need to help their students thrive in the classroom. We had customers come to write notes for the wonderful teachers to make their day and stuck them on our bus. We then delivered them to the teachers personally!



SUBARU
Loves
Learning



LANDERS McLarty
SUBARU



Rose of Sharon FRANK WILLIAMS SERVES



A Day of Service

As part of our partnership with the Rose of Sharon, several members of the Landers McLarty Subaru team, including Frank Williams himself, participated in a day of service. We came out in full force to volunteer our time serving fresh, hot meals, and engage in fellowship with the underserved in our community. Frank also selected a mentee for the year. The Rose of Sharon Soup Kitchen is a 501(c)3 located in North Huntsville. Their mission is to show God's love and grace in meeting the physical and spiritual needs of the homeless and underprivileged in the Huntsville and Madison County areas. They envision a future in which all people live with dignity and are loved in their circumstances as they point them to Jesus.



FRANK WILLIAMS SERVES



Rose of Sharon STOCKING THE SOUP KITCHEN



OCTOBER



In October, volunteers from Landers McLarty Subaru had yet another opportunity to give back. Several employees helped unload a delivery truck full of food that would eventually be made into fresh, warm meals served by the soup kitchen. We were so happy to lend a helping hand! Rose of Sharon has made it its mission to make a significant impact in battling economic hardship in the community.



SUBARU
Loves to
Help



LANDERS McLarty
SUBARU

OCTOBER



Greater Huntsville
Humane
Society

Greater Huntsville Humane Society FINDING PETS FUR-EVER HOMES

Pay it Forward

Year after year, Landers McLarty Subaru has gone above and beyond for the Greater Huntsville Humane Society. During one adoption event in October, or as we like to call it - 'Adoptober,' six animals were able to find fur-ever homes. How PAWSOME is that?! Plus, for every animal adopted during the month of October, Landers McLarty Subaru made a donation for the next animal that comes into the shelter and takes its place.

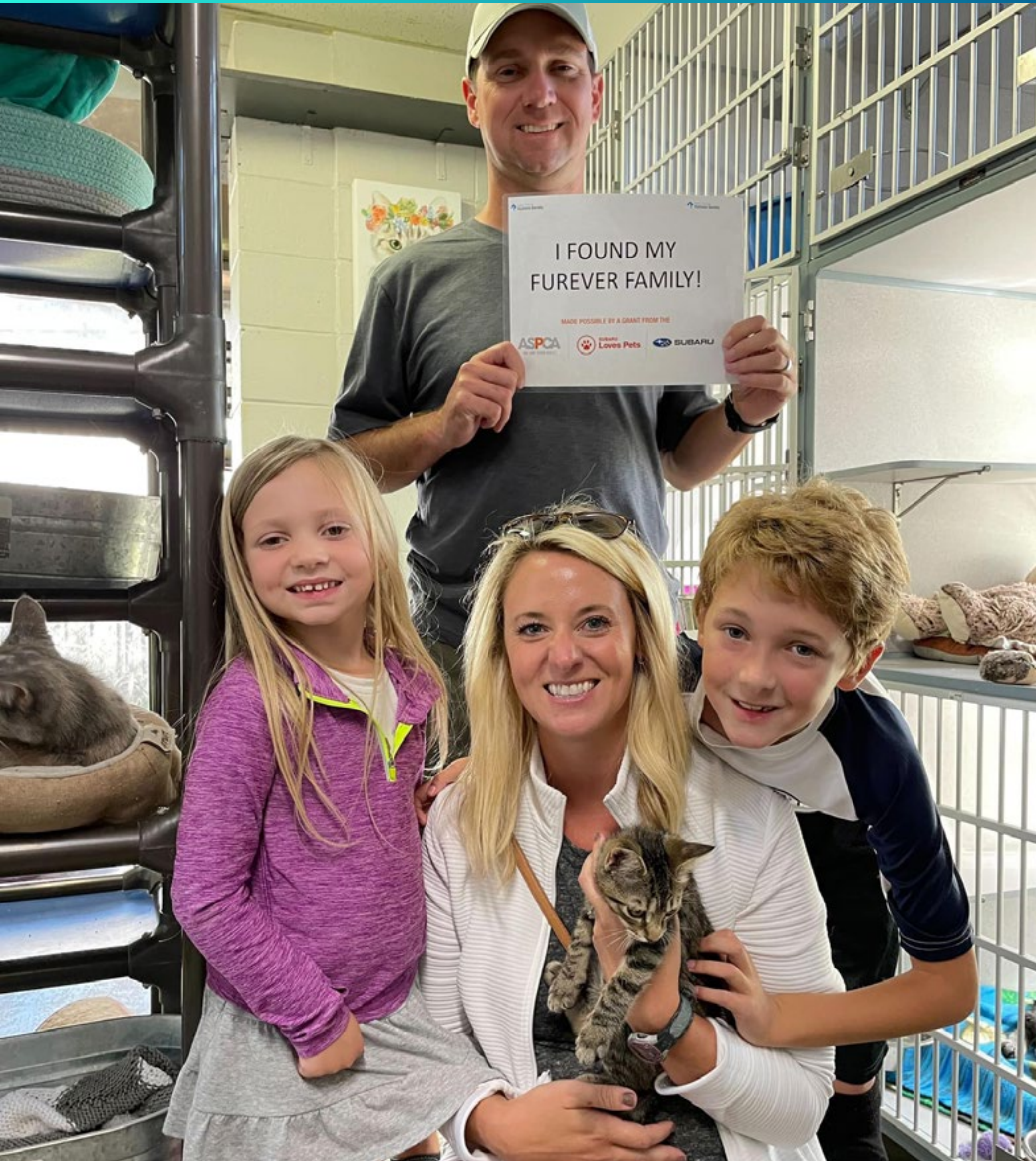


LANDERS McLarty
SUBARU

FINDING PETS FUR-EVER HOMES



Greater Huntsville
Humane
Society



LOVE PROMISE MOMENTS



Pretty Pittie Princess

Roxie was surrendered to the Greater Huntsville Humane Society in fall of 2021, through no fault of her own. Over the next twelve months, Roxie was adopted THREE times, and returned. The staff just did not understand why. This sweet girl just wanted attention, and belly rubs... lots and lots of belly rubs. To honor Roxie's one year anniversary in their care, the humane society and Three Tails Resale gave Roxie her very own Princess Party. She was showered with toys, treats, and love. Plus, all of the guests wore tiaras in honor of the Pretty, Pittie Princess! In October, her wish came true, and she was adopted by her "prince" - a local man looking for a girl just like Roxie. Since going home, we have been told she is living her best life. She now enjoys movie nights on the couch with her human. Roxie was one of the first adoptions during the 2022 Subaru "ADOPTober" campaign, making it extra special for the humane society and our community.



OCTOBER

PETS VISIT THE DEALERSHIP

We love it when dogs visit the dealership! We get to meet some cuties; just look at Mr. Teddy! He stopped by in October and we couldn't help but fall in love with that cute face. Naturally, we sent Teddy home with some Subaru swag and he looked fantastic!



LANDERS McLarty
SUBARU

Rose of Sharon CHRISTMAS IN A BAG



NOVEMBER - DECEMBER

Christmas Donation Drive

Throughout the months of November and December, Subaru customers donated items from the Christmas wish lists of local children served by Rose of Sharon. Later on in December, volunteers from Landers McLarty Subaru delivered the gift bags from the “Christmas in a Bag” donation drive to the children served by Rose of Sharon for “A Very Subaru Christmas.” A Christmas lunch was also served for all attendees to enjoy. “Santa” also visited with each child and delivered their gifts personally.



SUBARU
Loves to
Help

LANDERS McLarty
SUBARU

CHRISTMAS IN A BAG



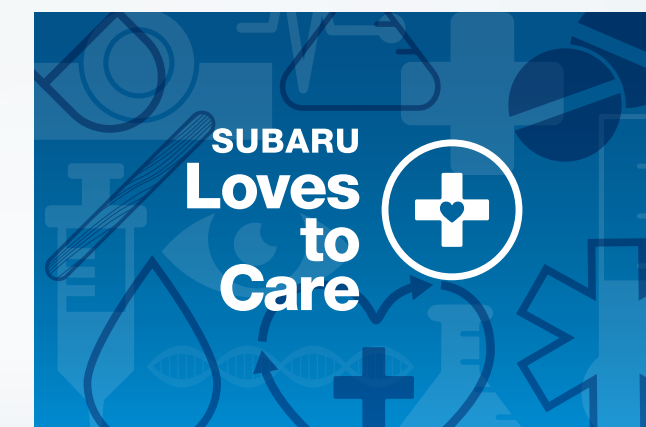
NOVEMBER - JANUARY

Ryker's Rainbow SHARE THE LOVE ACTIVATION

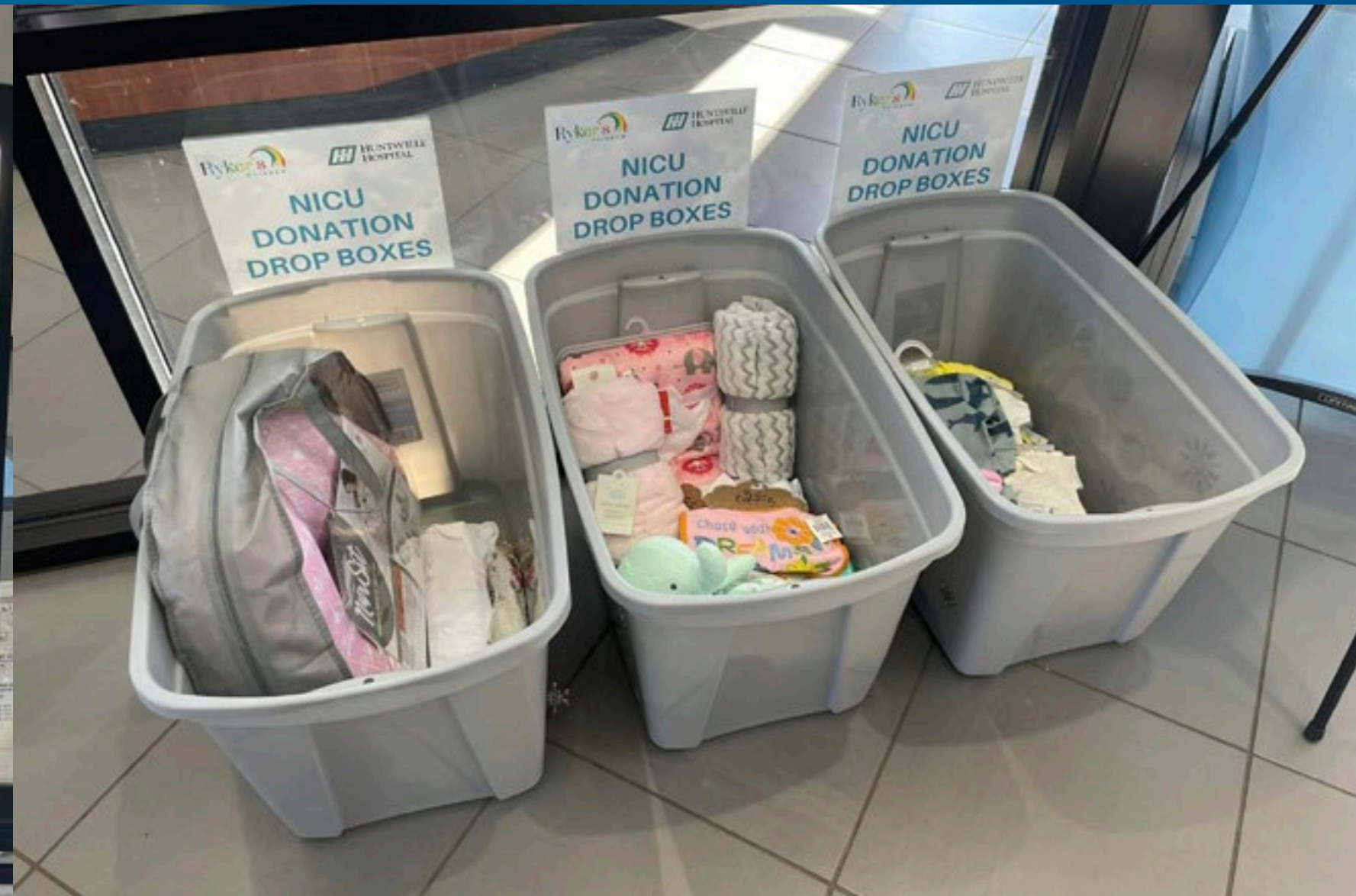
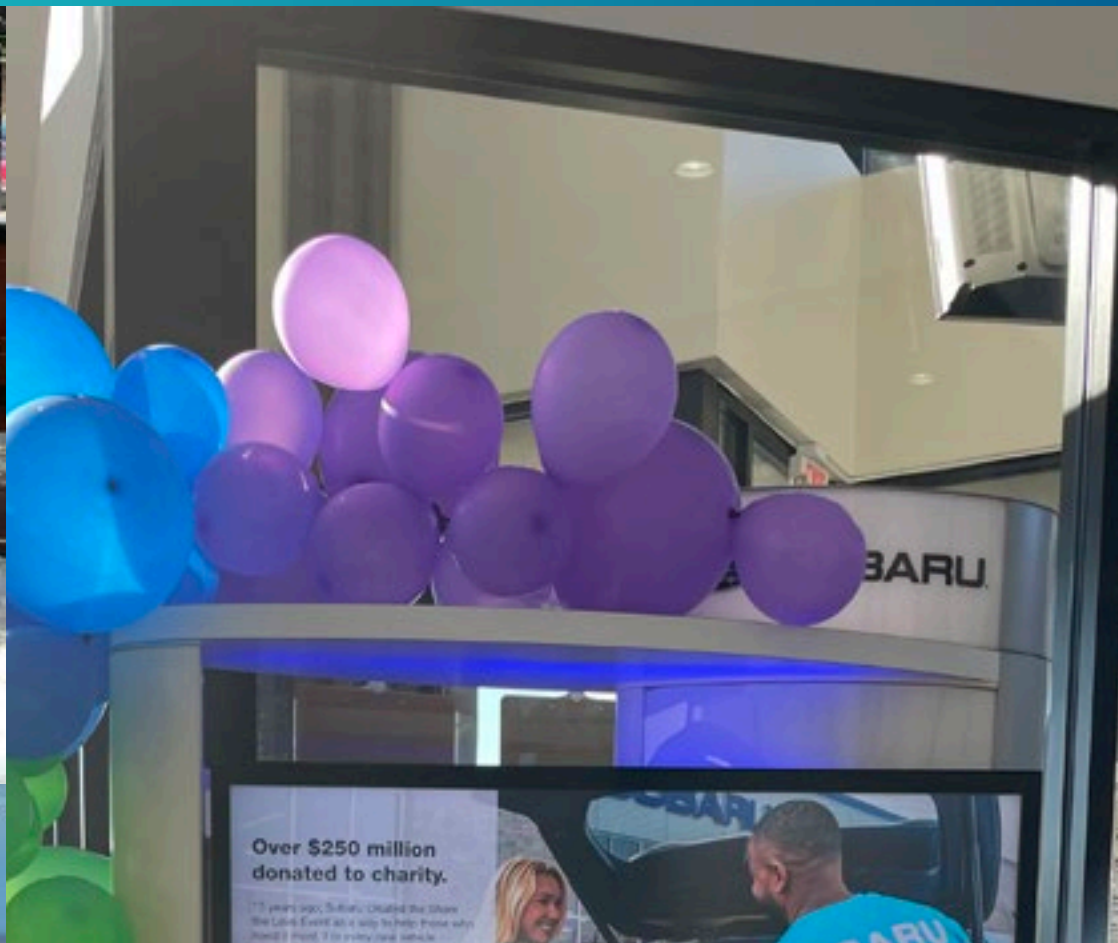


Supporting Bereaved Families

Landers McLarty Subaru hosted a Ryker's Rainbow donation drive throughout the entire Subaru Share the Love® Event. This gave the portion of the general public not looking to purchase or lease a new Subaru during the holiday sales event an opportunity to participate in the charity/donation process. On behalf of Ryker's Rainbow, Landers McLarty Subaru spread awareness and accepted donations for bereavement boxes that will contain commemorative plates, books, angel ornaments, and candles. Their work supporting bereaved families who suffer the loss of a newborn or infant by offering meaningful keepsakes and gifts of remembrance is so impactful.



SHARE THE LOVE ACTIVATION



CUSTOMER TESTIMONIALS



"I went in not knowing what I wanted, just what my budget was, and Kendall was able to hook me up with something better than I ever even thought I would be able to do! The whole process there was no stress from the time I walked in the door. They were awesome!! I will definitely go back in the future! Keep up the amazing work, Landers McLarty Subaru!"

- Joanna

"Wow! Ben provided stellar service today! We are traveling and needed a quick oil change and Ben went above and beyond to get us in and out so quickly and even washed the car and helped with another issue we were experiencing! The price was great and the service was even better! Highly recommended!"

- Linda

"I purchased a vehicle there recently and ordered one as well. Very excited. The folks were WONDERFUL and helpful and so friendly and outgoing. Jeese took EXCELLENT care of us!!!"

- Michael