



# A YEAR OF LOVE

## 2023



**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 helped 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.





THE SUBARU  
LOVE PROMISE



# Our Love Promise

In 2022, 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 in important areas such as the environment, community, health, education, and pets. All of us with the Landers McLarty Subaru team are proud and honored to have the privilege to work and serve in our Huntsville community! Because we're more than a car company. We're more like family.

**LANDERS McLarty**  
SUBARU

SUBARU  
Loves  
the  
Earth



SUBARU  
Loves  
to  
Care



SUBARU  
Loves  
to  
Help



SUBARU  
Loves  
Learning



SUBARU  
Loves  
Pets



# HELPING OUR HOMETOWN



**JANUARY**

## Sharing the Love

In 2022, Landers McLarty Subaru once again partnered with Ryker's Rainbow for the 2022 Subaru Share the Love® Event. We hosted a Ryker's Rainbow donation drive throughout the entire Subaru Share the Love® Event, offering the general public an opportunity to participate in the charity/donation process without the need to purchase a Subaru. On behalf of Ryker's Rainbow, Landers McLarty Subaru spread awareness and accepted donations for bereavement boxes that contained commemorative plates, books, angel ornaments, and candles. Additionally, by selecting them as our Hometown Charity, they received \$50 for every new Subaru sold or leased during the event.



JANUARY

# AMBASSADORS IN ACTION

## Mardi Gras

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. Everyone in attendance had a great time kicking off Lent with our Subaru ambassadors.



**LANDERS McLarty**  
SUBARU

# DONATION DRIVE



## Collecting Donations

Socks remain the most requested item by homeless shelters across the nation. Regardless of the weather or the time of year, clean and dry socks are vitally important to those experiencing homelessness. To make a significant impact, Landers McLarty Subaru, along with Subaru of America and other Subaru retailers, made nationwide donations. Our dealership hosted a sock drive, which we donated to the Downtown Rescue Mission. We love supporting their mission of helping people overcome hunger, homelessness, addiction, and abuse.



SUBARU  
Loves to  
Help



**LANDERS McLarty**  
.....  
**SUBARU**

# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



**Keziah & Richard**



**Trinity**



**Alayna**





# COMMUNITY PARTNERSHIPS

## CPR Demonstration

Landers McLarty Subaru was proud to continue its partnership with one of Huntsville's most impactful nonprofit organizations, Rose of Sharon Soup Kitchen. We helped coordinate a visit from the American Heart Association (AHA) and our volunteers helped serve lunch to members of the Huntsville community. The AHA spent time speaking to people served by Rose of Sharon about the Hands-Only CPR method. A demonstration of this method followed. As part of Landers McLarty Subaru's commitment to RoS, the dealership used its existing partnership with the AHA to make this a possibility. Landers McLarty's commitment to the soup kitchen included involving other partnerships to help further their mission and enrich the lives of those served by RoS.





# AMBASSADORS IN ACTION

## Valentine's Day

It was an amazing time at the Valentine's Day event held at Landers McLarty Subaru. We were joined by four Subaru ambassadors, making it a fantastic opportunity to spend quality time together. Our customers were incredibly appreciative and thoroughly enjoyed the delightful petits fours from Peggy Ann Bakery. Wendy Gans Roberts even drove in from Chattanooga, TN, and brought along a beautiful vase of flowers, which was such a sweet gesture. Afterwards, we indulged in a lovely lunch at Luigi's Italian Grill. Konor Kinley from Subaru of America, Inc., and Karen Osborne Prete from Southern Subies joined in on the fun.



**LANDERS McLarty**  
SUBARU

# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



**Sarah**

**MARCH**

# TOP SAFETY PICK



## “We Walked Away”

Subaru proudly leads with more IIHS Safety Pick Plus Awards than any other major vehicle brand, highlighting its unwavering dedication to safety. When we heard that one of our recent customers walked away unharmed from a potentially tragic accident, our hearts were filled with immense relief. Yet, it didn't surprise us at all—they were driving a Subaru! It's moments like these that truly underscore Subaru's commitment to keeping their drivers safe.



**LANDERS McLarty**  
SUBARU



# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



**Angie**

# DRIVEN TO SERVE

**DOWNTOWN**  
RESCUE MISSION  
HOPE LIVES HERE

**MARCH**

## Care Package Donations

In March, our team returned to the Downtown Rescue Mission, this time armed with care packages brimming with essential items for those impacted by homelessness. Landers McLarty Subaru collaborated with a local church to craft and distribute these thoughtful care packages. The experience provided us with a chance not only to extend a helping hand but also to connect deeply with our community, fostering meaningful interactions and invaluable fellowship along the way.



**LANDERS McLarty**  
SUBARU



# FEEDING FAMILIES



MARCH

## Continued Community Partnership

Landers McLarty Subaru was proud to have continued its partnership with one of Huntsville's most impactful nonprofit organizations, Rose of Sharon Soup Kitchen. Here, you see the executive director picking up the last of the donated items from 2022. For more than a decade, the ministry provided by Rose of Sharon has not only worked to remove hurdles associated with food insecurity for many in the community but has 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 Frank Williams family of dealerships.



**LANDERS McLarty**  
SUBARU

# MAKING A DIFFERENCE



APRIL

## Check Presentation

Subaru of America, Inc. and Landers McLarty Subaru presented a check for \$32,000 to Ryker's Rainbow. This local charity was honored as a beneficiary of the 2022 Subaru Share the Love® Event. The check was presented to Ryker's parents, Lacey and Hans Schoff, by Frank Williams, owner of Landers McLarty Subaru.

The mission of Ryker's Rainbow is to support bereaved families who suffered the loss of a newborn or infant by offering meaningful keepsakes and gifts of remembrance in honor of Ryker Schoff. 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. This was the second year that Landers McLarty Subaru had chosen this local nonprofit as their hometown charity to support through the Subaru Share the Love® Event.



# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



**Timothy**

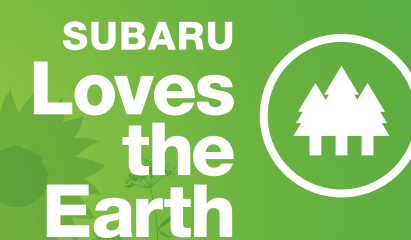


# CLEANUP EVENTS



## Keeping Huntsville Clean

Subaru's love for the earth knows no bounds! Our fantastic team joined forces for two cleanup days this year, resulting in the removal and cleanup of nearly 600 pounds of waste! We owe a huge thanks to our Subaru ambassador, Yetta, whose extraordinary dedication exceeds all expectations. Her relentless efforts contribute to our mission of safeguarding and conserving our beloved environment. We're not just talking the talk; we're walking the walk by taking real action to preserve our Earth. Let's unite to ensure a green and flourishing planet for generations to come!



# A YEAR OF SERVICE

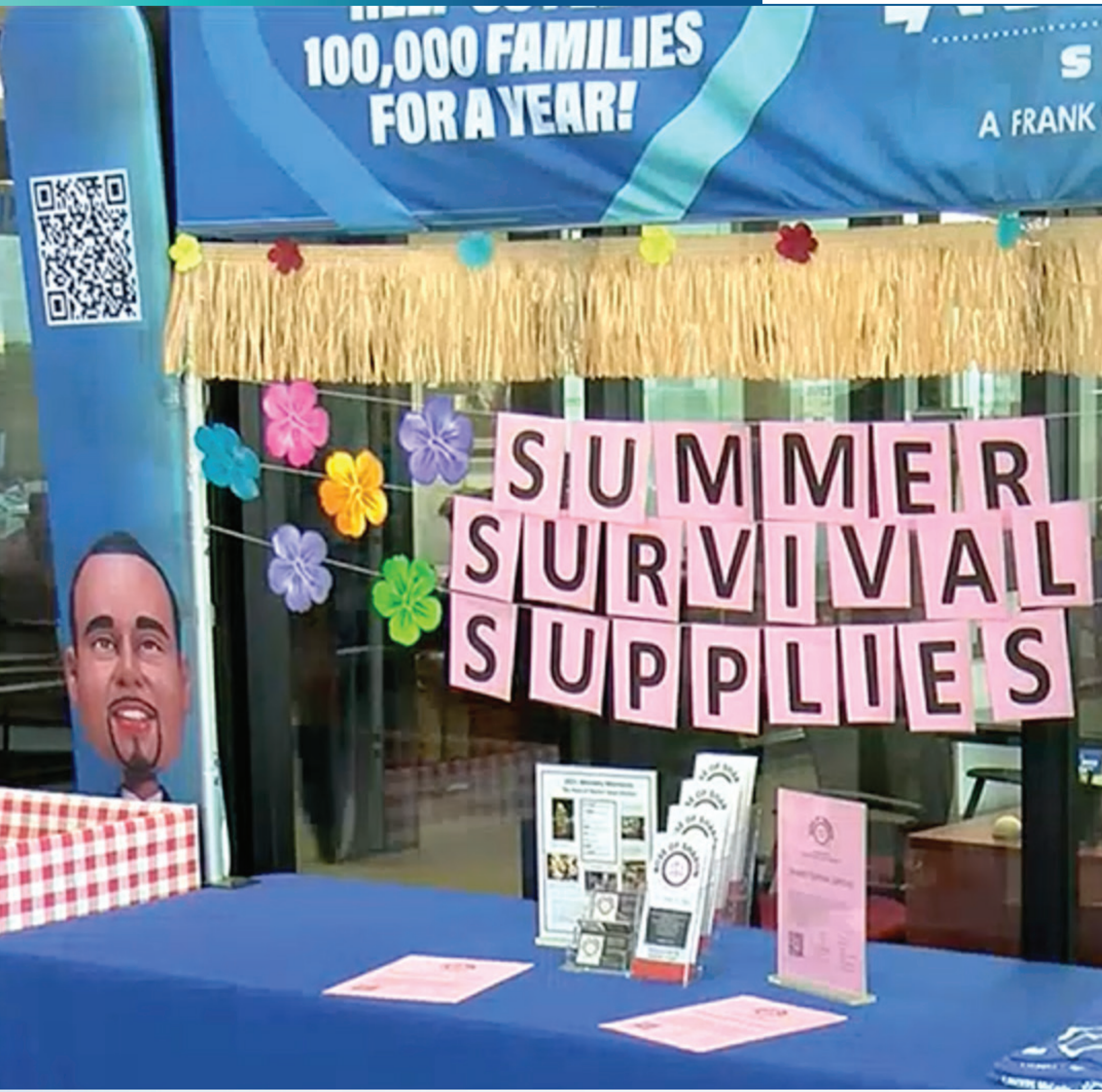


MAY

## Serving Our Community

Landers McLarty Subaru proudly maintains its partnership with Rose of Sharon Soup Kitchen, a highly impactful Huntsville-based non-profit. This summer, we organized a Summer Essentials Drive, urging our valued customers and the public to contribute vital items like sunscreen, hats, bug spray, deodorant, chapstick, mini fans, and cooling towels. The generous donations were collected at our dealership showroom and later distributed to support those in need through our collaboration with Rose of Sharon Soup Kitchen.

We once again set out to feed 100 families in our community! Volunteers from Landers McLarty Subaru hit the pavement and distributed boxes of food to the most underserved and food-insecure areas in Huntsville. Going door-to-door allowed the RoS to reach individuals who might otherwise have gone without due to their proximity to the soup kitchen and lack of transportation. Landers McLarty Subaru loved helping the Rose of Sharon!



# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



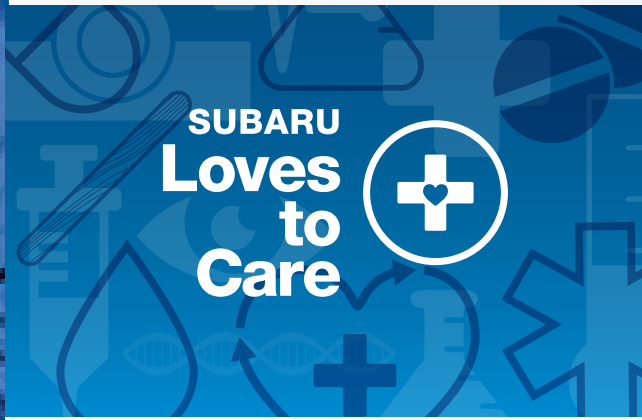
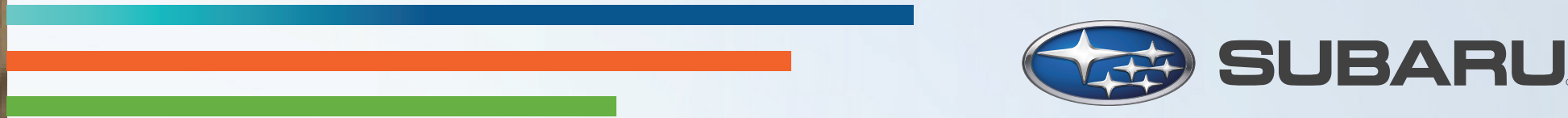
**Sharun**

# MESSAGES OF HOPE



## Blanket Delivery

The team at Landers McLarty Subaru feels deeply privileged to stand by the Clearview Cancer Institute. We're dedicated to spreading love and support to patients fighting cancer, offering them the encouragement they deserve. Our dealership's volunteers recently delivered a donation of cozy blankets to the oncology patients, aiming to provide comfort during their care at the Clearview Cancer Institute. At Landers McLarty Subaru, our commitment is to show our heartfelt care and support to those in need!



**JULY**

# AMBASSADORS IN ACTION



## Fourth of July

Everyone loves a reason to celebrate, and the 4th of July is no exception here at Landers McLarty Subaru. This year, we welcomed our cherished customers to our dealership, urging them to join us in celebrating the 4th on the 8th with our Subaru ambassadors. The atmosphere was electric, and all our guests had a blast soaking in the patriotic spirit.



**LANDERS McLarty**  
SUBARU

# AMBASSADORS IN ACTION



## Cars & Coffee

Car enthusiasts and Subaru aficionados brought their rides, families, and friends to Landers McLarty Subaru for an exciting weekend of Cars & Coffee. The event, hosted by Landers McLarty Subaru and Subaru ambassador, Jean Mack, spanned two days from 10 am to noon, allowing participants to showcase their impressive Subarus and connect with like-minded individuals. The community came together to share stories and celebrate their love for Subarus. We love celebrating Subaru with our Huntsville family.



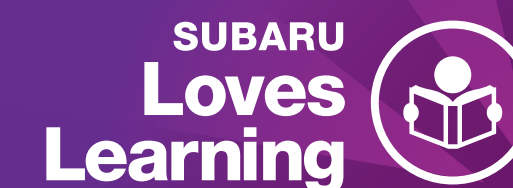
**LANDERS McLarty**  
SUBARU

# BACK TO SCHOOL DRIVE



## Supporting Local Students

It was a fantastic experience collecting donations and filling up backpacks. Essential supplies were distributed to local children as part of our ongoing partnership with Adopt-A-Classroom and Subaru Loves Learning. The incredible donations from our customers made this possible, and we're thrilled to have made such a positive impact in our community.





# ADOPT A CLASSROOM

## Supporting Local Students

At Landers McLarty Subaru, we're dedicated to ensuring that every student has an equal opportunity for a quality education. Through our partnership with AdoptAClassroom.org, Landers McLarty Subaru and Subaru retailers across the country have made a significant impact by supporting over 470,000 students nationwide, making us their largest corporate supporter.

With Subaru Loves Learning®, we're committed to making a difference. We provide teachers at Martin Luther King Jr. Elementary School with the funding they need to purchase essential school supplies and resources, empowering students to thrive in the classroom. Landers McLarty Subaru and Subaru of America are proud to continue our support for education and high-need schools in our communities.



**LANDERS McLarty**  
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# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



**Dorothy**





# ADOPTION DRIVE

## Adoptober

Landers McLarty Subaru Loves Pets! Teaming up with Subaru of America and fellow retailers, we've supported over 420,000 animals and contributed over \$51 million to various animal organizations, including our local humane society. In October, our annual Adoptober-turned-tailgating event was a heartwarming success, finding numerous animals from the Greater Huntsville Humane Society loving, forever homes. Welcoming these incredible pets to the dealership is always a joy, and it's even more heartening to see them leave for their new homes instead of returning to the shelter.



# SHARE THE LOVE ACTIVATION



**NOVEMBER**

## Enable Madison County

During the 2023 Subaru Share the Love® Event, Landers McLarty Subaru teamed up with the nonprofit organization Enable Madison County, formerly CASA of Madison County. We were thrilled to support their mission of providing services to the aging and homebound, enabling them to live independently, safely, and with dignity. As our 2023 Hometown Charity, they received \$50 for every new Subaru sold or leased during the event. We eagerly look forward to presenting them with a substantial contribution in 2024!



# HAPPY CUSTOMERS

**LANDERS McLarty**  
SUBARU



**Cheryl & JR**

# FINDING FUREVER HOMES

## Meet Jack Frost

At Landers McLarty Subaru, our passion for pets knows no bounds. Throughout the year, we're dedicated to finding loving, forever homes for the animals at the Greater Huntsville Humane Society. In November, we spotlighted a remarkable dog named Jack Frost. With his captivating blue eyes and gentle nature, it was clear Jack deserved a loving home beyond the shelter. We are committed to spreading the word to find him a new forever home on our website and social media.



DECEMBER

# HOLIDAY DONATION DRIVE



## Spreading Subaru Cheer

As a vital part of our commitment during the 2023 Subaru Share the Love® Event, our dedicated team embarked on a heartwarming mission to extend the holiday spirit to Enable Madison County. With genuine excitement and unwavering dedication, we brought our Christmas donations directly to Enable Madison County, hoping to share the love just a little bit further.



SUBARU  
Loves to  
Help



**LANDERS McLarty**  
SUBARU



# CUSTOMER TESTIMONIALS



*“This dealership was amazing. I traveled from VA. Two miles from my destination, I had car issues. I called Landers McLarty Subaru and received an appointment for the following Monday. The business was very accommodating in fixing the car so I could continue on my vacation schedule. They even offered me a loaner!!! GREAT service!”*

**- Andrea**

*“A wonderful car-buying experience. My sales person, Xai, was excellent! They were professional, fair, and helped me find the perfect vehicle. I highly recommend Landers McLarty Subaru. They’re great!”*

**- Ben**

*“Ask for Jay, he’s the best! I recently purchased the Subaru Forester from here and I’m very impressed with this dealership... All around a top-notch team that provides outstanding customer service and does what’s right and honest.”*

**- Kirsten**

*“Noah was a great help. Not pushy and had lots of patience with us. We were looking for a very specific used car. He let us know every time something came in that fit what we were looking for. Went above and beyond to make it a special day for our daughters first vehicle.”*

**- Jeff.**

# CUSTOMER TESTIMONIALS



*"I had been looking for weeks and had run into salespeople that were dismissive, unresponsive or either just plain lazy about making a sale once they found out I wanted to keep my new car payment as low as possible. Amari greeted us and was very knowledgeable and answered every question we had. It became very apparent that God had led me to the right place and the right person to help me through the process of purchasing my new car. My advice to those looking for a mid-size SUV is to go to Landers McLarty Subaru and ask for Amari."*

**- Sherry**

*"Everyone was very helpful and kind. Our sales representative, Amari, was very transparent and honest. She helped guide us to the perfect car and kept our interests in mind."*

**- Reid**

*"Quan was amazing and went above and beyond to take care of my family. We love our first Subaru!!! I highly suggest if you are needing a new vehicle please give these guys a chance."*

**- Jennifer**

*"All I can say is I'm a hard sell and not the easiest to work with sometimes. Chauncey Carter, and Mr. Al, my salesmen, went ABOVE and BEYOND to make sure I was taken care of. They were very informative and stayed in contact with me. And, they have reached out to me numerous times since my purchase to check in on things. I can't say enough about Landers McLarty Subaru and their team."*

**- Jeremiah**



# CUSTOMER TESTIMONIALS



*"I called ahead of time and negotiated a price with Quan. We came to an agreement and I drove down from Clarksville, TN, to pick up the car a few days later. When we showed up, Quan put a "sold" sign on the car and pulled the car off to the side, separate from the regular inventory. I also asked them to leave the car dead cold for a quick inspection. He did exactly what we asked. It was a very smooth transaction. I would not be afraid to deal with these guys again"*

**- Evan**

*"I was extremely pleased with my experience with this company. Jay Woodruff went above and beyond for me. He made the whole process easy for me as well. The finance manager was wonderful as well. These people are very good at what they do. Highly recommend! Ask for Jay!"*

**- Amanda**

*"I had an absolutely phenomenal experience from as soon as I inquired about a vehicle. They treated me fairly throughout the process and listened the whole way through. They even stayed late to get me in a vehicle! Chauncey is the man! Zay was awesome as well."*

**- Byron**