



PRESS RELEASE:

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## **Clarion Builds 1974 BMW 2002 Headed to Barrett-Jackson Palm Beach Auction to Support Cancer Research**

*Auction Proceeds from Clarion Builds First Car, a Fully Restored and Tastefully Modified 1974 BMW 2002, to be Donated to Support Cancer Research at TGen Foundation*

CYPRESS, Calif., January 26, 2016 – Clarion Corporation of America announced today that [Barrett-Jackson](#) has teamed up with Clarion as a Platinum level sponsor of the Clarion Builds program and was awarded the "Official Auction Partner" title for the program's maiden build of an iconic [1974 BMW 2002 restomod](#). The proceeds from the sale of the Clarion Builds BMW 2002 will be donated to the [TGen Foundation](#) to support cancer research, allowing this wildly popular build to fulfill its mission's final objective!

"Raising money for charity has long been a staple at Barrett-Jackson," said Craig Jackson, chairman and CEO of Barrett-Jackson. "Through this incredible hobby, we've helped raise \$84.6 million for deserving organizations and TGen in particular is one very close to my heart. I'm proud to be a part of what Clarion is doing."

Barrett-Jackson is recognized worldwide as the leading collector car auction house and will be instrumental in collaboratively marketing the BMW 2002 to prospective buyers upon it crossing the auction block at Barrett-Jackson's Palm Beach event in April of 2016.

"Clarion Builds was started with the mission of rekindling America's love-affair with the automobile by building and restoring cars with an incredible story that have touched the lives of automotive enthusiasts around the world," said Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America and Chief of the Clarion Builds Program. "We are very excited to welcome Barrett-Jackson, organizers of the world's greatest collector car auctions, to the Clarion Builds family as the Official Auction Partner and to be working with them to market our beautiful and beloved BMW 2002 to their incredible global audience of automotive collectors and enthusiasts. Additionally, we are very pleased to be able to extend the reach of the lives touched by the Clarion Builds program with the donation of the auction proceeds to the TGen Foundation in support of cancer research."

Clarion and its key partners for each project, including Barrett-Jackson and TGen, aim to unite fans and fully integrate them as a part of the program through both social and traditional media engagements. Additionally, Clarion and its partners work collaboratively to provide a great deal of detailed content designed to generate excitement and encourage fan participation as each project progresses through various stages of the build process.

“TGen is grateful for the support of these two iconic brands,” said TGen Foundation President Michael Bassoff. “Their passion for their work and for making a difference in the lives of individuals faced with cancer will serve to inspire our researchers as they apply precision medicine to the improved care of cancer patients worldwide.”

Clarion Builds will be showcasing the BMW 2002 along with the program’s latest project, a fully restomod 1991 Acura NSX, at Barrett-Jackson’s Scottsdale event from January 23 to 31. To learn out more about Clarion Builds program, or to follow the build of iconic classic cars, visit Clarion Builds at [www.clarionbuilds.com](http://www.clarionbuilds.com) or watch the latest Clarion Builds video at [www.youtube.com/clarionUS](http://www.youtube.com/clarionUS).

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### **About The Barrett-Jackson Auction Company**

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World’s Greatest Collector Car Auctions®, is the leader in collector car auctions and automotive lifestyle events. The company produces auctions in Scottsdale, Arizona; Palm Beach, Florida; Uncasville, Connecticut, at Mohegan Sun; and Las Vegas, Nevada. With broadcast partners Velocity and Discovery Channel, Barrett-Jackson featured nearly 100 hours of live television coverage in 2015, including broadcasts in over 100 countries internationally. Barrett-Jackson also endorses a one-of-a-kind collector car insurance for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit <http://www.Barrett-Jackson.com>, or call 480-421-6694.

### **About TGen**

Translational Genomics Research Institute (TGen) is a Phoenix, Arizona-based non-profit organization dedicated to conducting groundbreaking research with life changing results. TGen is focused on helping patients with neurological disorders, cancer, and diabetes, through cutting edge translational research (the process of rapidly moving research towards patient benefit). TGen physicians and scientists work to unravel the genetic components of both common and rare complex diseases in adults and children. Working with collaborators in the scientific and medical communities literally worldwide, TGen makes a substantial contribution to help our patients through efficiency and effectiveness of the translational process. For more information, visit: [www.tgen.org](http://www.tgen.org). Follow TGen on [Facebook](#), [LinkedIn](#) and [Twitter @TGen](#).

### **About Clarion Builds**

Clarion Builds is an innovative marketing program that began in the summer of 2014, initiated by Clarion Corporation of America to tackle unique restoration projects of iconic cars and trucks in cooperation with key partners, hand-selected for each individual project. The program is designed to connect with new and existing fans that are car enthusiasts, automotive sports fans, journalists, historians, and anyone with an interest in design and style, through a mix of social and traditional media.