



PRESS RELEASE:

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BASF Joins Clarion Builds Program to Refinish Acura NSX Project with Glasurit Paint System

Clarion Builds Program's Latest Silver Sponsor Provides Top Quality Paint System and Participates in Marketing Activities Designed to Promote the Build, Partnership and Program

CYPRESS, Calif., Dec. 2, 2015 – [Clarion Corporation of America](#) announced today that it has brought on [BASF](#), the world's largest chemical company and an unmatched expert in the coatings industry, as a silver level sponsor of the [Clarion Builds Acura NSX project](#). BASF will be supplying the NSX project with its top-tier [Glasurit®](#) paint system in a unique color. Glasurit is BASF's premium automotive refinish paint system and is specially formulated to provide a world-class finish and to ensure that the highest level of quality is achieved when the car enters the paint booth for a complete color change. Glasurit provides the ultimate in color matching technology and is an approved OEM refinish for Acura.

"The Clarion Builds' 1991 Acura NSX is a true classic with a legendary history. The products used to restore the car to show-winning condition must be of supreme quality," said Shefali Cromer, Glasurit Market Segment Manager for BASF. "Clarion and BASF share the same philosophy. When repainting any vehicle, especially one with a history as rich as the NSX, you have to do it right. With excellent attention-to-detail on the prep work and using our top-of-the-line Glasurit paint system, we can be sure the finished result will truly enhance the timeless beauty of this automotive legend."

Clarion and its key partners for each project, including BASF, aim to unite fans of the project and fully integrate them as a part of the program through both social and traditional media engagements. Additionally, Clarion and its partners work to encourage fan and enthusiast participation by providing detailed content highlighting every part of the build process.

"Industry experts unanimously agree that BASF's Glasurit paint system offers exceptional quality, durability and appearance, and is ideal for getting a showroom-quality finish," said Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America and Chief of the Clarion Builds Program. "The first generation NSX is already an exceptional car in many ways, but our goal is to set the bar for our Clarion Builds NSX several notches above the industry's definition of perfect, so refinishing our car with BASF's top-of-the-line Glasurit paint is one way we plan to accomplish that."

To learn out more about the program, or to follow the build of iconic classic cars, visit Clarion Builds at www.clarionbuilds.com.

Watch the latest Clarion Builds video at www.youtube.com/clarionUS

Like Clarion on Facebook at www.facebook.com/ClarionUSAOnline

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About BASF Automotive Refinish

BASF's Automotive Refinish business makes and markets coatings for the collision repair, commercial fleet and automotive specialty markets. Its paint products are supported by technical training programs, advanced color information systems and business management and planning tools. For more information visit <http://www.basfrefinish.com>

About Clarion Builds

Clarion Builds is an innovative marketing program established in 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.