



PRESS RELEASE:

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Clarion Builds BMW 2002 Earns Petersen Automotive Museum's Perfection Award

"Petersen Perfection" is defined by a car so perfect that it deserves a place on display in the museum; the Petersen Perfection Award is given to the most historically authentic car in attendance of an event

CYPRESS, Calif., Oct. 30, 2015 – [Clarion Corporation of America](#) announced today that its Clarion Builds 1974 BMW 2002, a completely restored and tastefully modified example of an iconic Bavarian classic, has been awarded with the Petersen Automotive Museum's "Petersen Perfection" Award during their Oktoberfest event in Los Angeles, Calif., which took place on October 25th, 2015.

"I carefully looked over every car at the show to find the best example of a car that was built to 'perfection,'" said Terry Karges, the Executive Director of the Petersen Automotive Museum. "Clarion's BMW 2002 was in my mind the best candidate for the award, as it exemplifies perfection. Every nut and bolt, the paint, the color, the chrome, the interior, the engine, the trunk, the wheels, the tires, everything about it was literally perfect."

The Clarion Builds team, in conjunction with a group of hand selected industry partners, took a well-used example of a cult classic that kicked off the auto industry's sport sedan segment and transformed it into a stunning work of automotive art, featuring:

- Fresh Fjord blue BMW paint
- An exclusive "Lux Package" perforated leather interior in oyster (not offered on US models)
- High-end Nardi steering wheel and accessories
- Fully restored "3-decades-old" period-correct German-made BBS RS wheels
- Upgraded adjustable-ride-height suspension that offers precise cornering
- High-performance Wilwood disc brakes on all four corners
- Rebuilt, modified and tuned engine mated to a later model 5-speed transmission
- Custom touch-screen Clarion audio and infotainment system, complete with component speakers, subwoofers and a rearview camera.

"When we began the Clarion Builds program in 2014, we knew that, to be disruptive, we'd need to take on project cars that are iconic and strike an emotional chord with old-school and budding automotive enthusiasts alike. The BMW 2002 is that kind of car," said Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America and Chief of the Clarion Builds Program. "We believe we have built something truly special with the Clarion Builds BMW 2002, and

having received the Petersen's Perfection Award, the many features in magazines and online publications, as well as the car's ability to draw huge crowds at each event it attends, validates the time, work and love put into building such a memorable vehicle."

Clarion and its key partners for each project 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 collaboratively to encourage fan and enthusiast participation by providing a great deal of detailed content that highlights every part of the build process.

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

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About Petersen Automotive Museum:

The mission of the Petersen Automotive Museum is to explore and present the history of the automobile and its impact on American life and culture using Los Angeles as a prime example. The extensively renovated Petersen Automotive Museum is set to reopen its doors on December 7th, 2015. The Petersen Automotive Museum Foundation is a 501(c)(3) nonprofit educational institution. For general Museum information, call 323/930-CARS or visit the Museum's website: www.petersen.org.

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.