



PRESS RELEASE:

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Mothers Polish Joins Clarion Builds Program as Silver Sponsor for Project NSX

Clarion and its Clarion Builds program partners team up to fully restore and modify a first-year Acura NSX with state-of-the-art electronics and performance upgrades

CYPRESS, Calif., October 14, 2015 – [Clarion Corporation of America](#) announced today that [Mothers Polish](#) has teamed up with Clarion as a silver level partner for the [Clarion Builds program's highly-anticipated new project](#), the complete restoration and tasteful modification of a legendary first-year Acura NSX. As a [silver level sponsor](#), Mothers Polish will be instrumental in ensuring that the car always shows its very best as it tours several major automotive events and shows upon its completion.

“The entire family at Mothers is excited to be again joining Clarion as part of the Clarion Builds program,” stated Jim Holloway, Vice President of Mothers. “Our companies’ shared passion for iconic classic cars and motorsports was more than evident in the first Clarion Builds project that we enjoyed being a part of. We are excited to see just how incredible the NSX project turns out and to be part of keeping it looking great show after show.”

Following the format of the inaugural Clarion Builds project featuring the complete restoration of an iconic 1974 BMW 2002, Clarion and its key partners for the NSX project, including Mothers Polish, aim to unite fans and fully integrate them into the program through social media engagement. Additionally, Clarion and its partners will work collaboratively to provide a great deal of detailed content designed to generate excitement and encourage fan participation as the NSX progresses through various stages of the build process.

“Mothers’ reputation for providing some of the industry’s best car care products makes them a natural fit for the Clarion Builds program and we are thrilled that they have agreed to join us again for the exciting build of the NSX,” stated Allen H. Gharapetian, Vice President of Marketing & Product Planning for Clarion Corporation of America and Chief of the Clarion Builds program. “We see great value in having Mothers providing its top quality car care products and expertise when it comes to keeping the icon looking immaculate, as well them

sharing collaboratively created content about the Clarion Builds NSX with their devoted fan base of automotive enthusiasts on social media.”

About the project car:

Vehicle: 1991 Acura NSX

Powertrain: 3.0-liter DOHC VTEC V-6, 270 hp, 210 lb-ft; RWD, 5-speed manual

Mileage: 230,000 miles

Paint: Black

Interior: Tan Leather

Media Assets:

Photo Gallery of the Acura NSX: <https://flic.kr/s/aHskgs5yqb>

Videos of the NSX Build: <https://www.youtube.com/user/clarionUS>

To learn out more about the program, or to follow the complete build, visit Clarion Builds at www.clarionbuilds.com, watch the latest Clarion Builds video at www.youtube.com/clarionUS or follow Clarion on Facebook at www.facebook.com/ClarionUSAOnline

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

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For info about Clarion, please visit: <http://www.clarion.com/us/en/corp/about-clarion/index.html>

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About Mothers:

Mothers® is known worldwide for its premium-grade polishes, waxes and cleaners, and offers a broad array of finish care products under its Back-to-Black®, California Gold®, Marine, PowerBall®, Professional and Reflections® lines. Go to www.mothers.com for information on all of these products, along with a host of how to videos and car care tips in the online Mothers® Detail Guide at www.detailguide.com and the Wax Forum at www.waxforum.com. Follow us on Facebook at www.facebook.com/mothersusa.

About Clarion Builds:

Clarion Builds is an innovative marketing program that began in the summer of 2014, initiated by Clarion USA 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 who 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.