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*PRESS RELEASE*

## **Clarion Unveils Iconic 1974 BMW 2002 Clarion Builds RestoMod Project at CES 2015**

*The finished Clarion Builds project car will be on display at the lobby of the Westgate Las Vegas January 6th – 9th*

CYPRESS, Calif., and LAS VEGAS, January 6, 2015 – Clarion Corporation of America announced today the completion of their inaugural [“Clarion Builds”](#) project, the full restoration of an iconic 1974 BMW 2002. In just six short months, 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 restored and transformed it into a stunning work of automotive art. Featuring fresh Fjord blue BMW paint, an all-new perforated leather interior in oyster, matching alcantara headliner, Nardi steering wheel and accessories, refinished German-made BBS RS wheels, an upgraded suspension, a highly tuned re-built engine and 5-speed transmission and, of course, a completely custom Clarion audio system, the expertly restored Clarion Builds BMW 2002 is now a stunning example of this icon and it will be on display in the lobby of the Westgate Las Vegas during CES.

“As a car guy, there is nothing more exciting than seeing the fruits of several months of painstaking work come together in the form of a beautifully restored classic car,” said Allen H. Gharapetian, Vice President of Marketing and Product Planning at Clarion Corporation of America. “From the fit and finish of the paint

and body work, to the meticulous attention paid to every detail of the build, our Clarion Builds 2002 turned out absolutely breathtaking. We are, of course, extremely grateful to all of our program partners that supported us throughout the build and look forward to working with them all again on future Clarion Builds projects.”

In addition to the restored BMW 2002 on display at the Westgate Las Vegas, Clarion will also be showcasing a very special Clarion Builds side-project in the company’s meeting room at the Westgate Las Vegas – A one-of-a-kind Clarion Builds kids Ferrari that has been modified extensively by skilled craftsmen to feature true Rosa Corsa Ferrari-paint, stitched leatherette seats and panels, LED headlights and taillights, and a Ferrari branded Clarion AVN system! [Click here](#) to view photos of the build process, or [click here](#) to see pictures of the finished car.

Clarion Builds is an innovative marketing program 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.

To find out more about the program, visit Clarion Builds at [www.clarionbuilds.com](http://www.clarionbuilds.com), watch the latest Clarion Builds video at [www.youtube.com/clarionUS](http://www.youtube.com/clarionUS) or follow Clarion on Facebook at [www.facebook.com/ClarionUSAOnline](http://www.facebook.com/ClarionUSAOnline)

## **About Clarion**

Headquartered in Cypress, California, Clarion Corporation of America is a subsidiary of Japan-based Clarion Co. Ltd, which has been a consolidated subsidiary of the Hitachi Group since 2006. Clarion has been an international leader in car audio and electronics since 1940. The company is engaged in the research, development, engineering, design, manufacturing, sales and marketing of

mobile entertainment, navigation, infotainment, communication, safety and security products for the automotive, marine, recreational vehicle, commercial fleet and heavy industry environments. Clarion has been the recipient of numerous excellence awards for design, innovation, support, manufacturing and product reliability from independent organizations. The company has marketing and sales affiliates in Europe, North and South America, Asia and Australia. Clarion is located on the web at [www.clarion.com/us](http://www.clarion.com/us).

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