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PRESS RELEASE

Clarion Welcomes Chris Forsberg as the Newest Partner and Official Test Driver for the ‘Clarion Builds’ Program

Chris Forsberg’s Passion for Cars and Top Racing Skills Will Enhance the Success of the Clarion Builds Program and its Current BMW 2002 Project

Cypress, California, (November 11, 2014) – Clarion Corporation of America announced today the addition of Chris Forsberg Racing as the newest ‘Clarion Builds’ Gold -Level premium partner on the program’s first vehicle restoration project. Two-time Formula Drift Champion, Chris Forsberg, enthusiastically accepted an invitation from Clarion to become the official test driver for the Clarion Builds program and put each of the program’s restored vehicles through their paces and help certify successful completion of each project.

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.

"As a highly skilled and experienced race car driver, Chris Forsberg is definitely one of only a handful of motorsports champions in the world that we would trust to test drive our iconic and meticulously restored Clarion Builds project cars," stated Allen H. Gharapetian, Vice President of Marketing and Product Planning for

Clarion Corporation of America. "Add to that sentiment Chris' incredible enthusiasm when it comes to cars and the automotive lifestyle, as well as his own restoration and modification experience, and you'll see how valuable Chris is going to be to the program and why we are so excited to have him and CFR aboard as a Gold-level partner."

"I am really excited to be a part of the Clarion Builds program," stated Chris Forsberg of Chris Forsberg Racing. "I love being a hands-on driver and I am constantly working on my own projects in the garage so this is a perfect match. Clarion has been a CFR partner for many years and it's cool that they are always coming up with new and fun ways to work together."

The first Clarion Builds project, the ground up restoration of a 1974 BMW 2002, an iconic modern classic, will be a work of art at the completion of the project. Clarion and its key partners, including Chris Forsberg, aim to bring fans and followers specific project details throughout the different phases until its full completion.

To find out more about the program, visit Clarion Builds at www.clarionbuilds.com, watch the build introduction video at <https://www.youtube.com/watch?v=yuHBzTZJle8> or follow Clarion on Facebook at 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.

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About Chris Forsberg

An American self-taught drifting driver from Doylestown, Pennsylvania, Chris Forsberg is a two time champion of the Formula Drift series. In 2007, Chris started his own team, Chris Forsberg Racing. Two years later he earned the title of 2009 Formula Drift Champion as well as Triple Crown Champion. Forsberg was not only the first driver to win both titles in the same year but is the first driver to win a Championship whose career originated in grassroots drifting. His raw talent and consistent driving style have made him one of the most winning drivers in Formula Drift History. Chris Forsberg Racing is located on the web at www.chrisforsberg.com.

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