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*PRESS RELEASE*

## **Clarion Teams Up with New Century BMW as the Newest Partner in the ‘Clarion Builds’ Program**

*Clarion Builds’ BMW 2002 Restoration Project Gains Forward Momentum as Top  
BMW Center in Southern California Joins the Program*

Cypress, California, (July 24, 2014) – Clarion Corporation of America announced today that its innovative ‘Clarion Builds’ marketing program has welcomed New Century BMW as the newest premium, Silver-Level partner for the program’s first project.

The new Clarion Builds program is designed to serve as a base for Clarion and its partners to tackle unique restoration projects of iconic cars and trucks. By leveraging a mix of social and traditional media, the program’s main objective is to connect with new and existing fans who are car enthusiasts, automotive sports fans, journalists, historians, and anyone with an interest in automotive design and style.

"New Century BMW is one of the most successful BMW centers across the United States, recognized not just by BMW as a top performing center for the past 22 years but also by BMW owners and enthusiasts looking for exceptional service and expertise," stated Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America. "We are very excited to welcome New Century BMW as one of our premium Clarion Builds partners and looking

forward to working with their dedicated team and resources to drive our BMW 2002 restoration project forward.”

“New Century BMW has been selling, servicing, and providing parts for The Ultimate Driving Machine since 1992. We were excited to learn about Clarion Builds and the program’s BMW 2002 project, a car which is an undisputed part of our heritage and a true cult classic,” stated Stephen Pen, General Manager of New Century BMW. “Moreover, we are thrilled to be part of the program so that we can help bring the O2 back to its original glory with the assistance of genuine BMW parts. We absolutely look forward to seeing the Clarion Builds’ 1974 BMW 2002 project flourish.”

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 New Century BMW, aim to bring fans and followers a great deal of detail designed to generate excitement and encourage participation as the project moves forward towards completion sometime before the end of the year.

To find out more about the program, visit Clarion Builds at [www.clarionbuilds.com](http://www.clarionbuilds.com), watch the build introduction video <https://www.youtube.com/watch?v=yuHBzTZJie8> or follow Clarion on Facebook at [www.facebook.com/clarionusa](http://www.facebook.com/clarionusa).

## **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](http://www.clarion.com).

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## **About New Century BMW**

Founded in 1992, New Century BMW has been awarded the prestigious BMW Center of Excellence Award, BMW's highest honor for client satisfaction, in 2001, 2002, 2003, 2006, 2007, 2010 and 2013. The center has been setting the industry standard with relentless dedication to overall customer satisfaction year after year. Whether it is sales, service or parts, New Century BMW's tradition is to embrace employees and customers as family. Highly experienced client advisors are all dedicated to understanding each customer's individual needs making first and future purchases at New Century BMW both pleasant and rewarding. The service department offers only BMW trained technicians and the latest new facilities include 50 service stalls for no-wait maintenance. New Century BMW's new facility occupies over 6 acres, is three stories tall, and boasts over 250,000 square feet of floor space allowing the center to store up to 600 cars of any model, option or color for our clients to choose from, and the opportunity to drive home the model they desire. New Century BMW offers the most competitive pricing, superior customer service, largest selection of automobiles and a state-of-the-art facility. It is no wonder why so many customers come home to New Century BMW year after year to service their vehicles, make new purchases, or refer a friend.

New Century BMW is located on the web at [www.newcenturybmw.com](http://www.newcenturybmw.com).

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