



Clarion Corporation of America  
6200 Gateway Drive  
Cypress, CA 90630  
Media Contact: Angela Flynn  
Phone: 248-991-3236  
aflynn@clarionus.com

*PRESS RELEASE*

## **Pelican Parts Joins Clarion to Move ‘Clarion Builds’ Program to the Next Level**

*Clarion Builds’ BMW 2002 Restoration Project Gains More Credibility and Expertise from Highly Respected Industry Specialist*

Cypress, California, (July 1, 2014) – Clarion Corporation of America announced today that its innovative ‘Clarion Builds’ marketing program has welcomed Pelican Parts 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 as each project moves through phases until it is fully restored.

"Upon finalizing our decision to go with a BMW 2002 restoration project, we knew we had to invite Pelican Parts to join the team given their undisputed expertise when it comes to vintage BMWs," stated Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America. "Pelican has a solid reputation in the industry for being the best source for parts for modern German classics. Add to that their years of experience and know-how and

it is not a surprise why we are so excited to have them on board for this Clarion Builds project."

"We are thrilled to be a part of the Clarion Builds program since we share the same passion for iconic cars, especially those from German manufacturers such as BMW, Porsche and Mercedes-Benz. Pelican Parts is an active participant and supporter of the automotive enthusiast do-it-yourself culture and lifestyle and the Clarion Builds' BMW 2002 project will be exciting for everyone to follow. We're looking forward to contributing our vast technical knowledge and quality parts applications as well as sharing the project's progress and successes with our fans," stated Mark Hotchkis, Marketing Manager at Pelican Parts.

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 Pelican Parts, 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=yuHBzTZJJe8> 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 Pelican Parts**

Pelican Parts is the leading online source of car parts for German automobiles including Porsche, BMW, Mercedes-Benz, Volkswagen, Audi, Saab, Volvo, and Mini. We offer the most extensive and competitively priced selection of Genuine, OEM and performance aftermarket parts in the industry. We also produce and manage thousands of articles to help the DIY enthusiast with projects for their Porsche,

BMW [pelicanparts.com/BMW/techarticles/tech\\_main.htm](http://pelicanparts.com/BMW/techarticles/tech_main.htm), Mercedes-Benz and Mini Cooper. Our sponsored community <http://forums.pelicanparts.com/> is one of the largest 500 communities in the world and these enthusiasts provide hundreds of thousands of comments across countless topics involving your German automobile.

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