



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

PRESS RELEASE

Clarion Teams Up with Ireland Engineering Motorsports as the Newest Partner in the ‘Clarion Builds’ Program

Ireland Engineering Brings to Clarion Builds’ BMW 2002 Restoration Project Tremendous Know How and Industry Acknowledgment

Cypress, California, (June 24, 2014) – Clarion Corporation of America announced today the addition of Ireland Engineering Motorsports as the newest Silver-Level partner on the program’s first vehicle restoration project.

Clarion Builds is an interactive marketing program designed to serve as a base for Clarion and its partners to tackle unique restoration projects of classic iconic cars and trucks. The program aims 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.

"Ireland Engineering is absolutely the best when it comes to restoring a modern classic such as our BMW 2002," stated Allen H. Gharapetian, Vice President of Marketing & Product Planning for Clarion Corporation of America. "Clarion Builds only invites a handful of specialty products and service providers to join each individual project so, when we started sorting out our list of partners for this BMW 2002 project, Ireland Engineering was on the top of that list. Having them on board is great not just because of their top quality, track tested products but also because of their remarkable know how and incredible enthusiasm."

"We at Ireland Engineering have been manufacturing and selling racing and performance parts for the BMW 2002 for the past 25 years. When Clarion approached us in connection to this project we were a little wary; we feared this project might be just another neon-light toting show-mobile. Upon learning more about Clarion's project aim, we got on board. Clarion Builds is actually looking to perform a clean, performance-oriented restoration to their 2002; this is something which we could really get behind! We're excited to see this project develop, and are very pleased to be invited to play a part in the build." Jeremy Chandler, Shop Manager.

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 Ireland Engineering, 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 <https://www.youtube.com/watch?v=yuHBzTZJle8> or follow Clarion on Facebook at 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.

Like us on Facebook: <http://www.facebook.com/ClarionUSA>

Follow us on Twitter: <http://www.twitter.com/ClarionUSA>

About Ireland Engineering Motorsports

Performance parts for vintage Bimmers. Racing, performance and replacement parts for BMW cars like the 2002, E30, E36, E9, E28/E24 and more.

<http://www.bmw2002.com>