



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

*PRESS RELEASE*

### **Clarion Welcomes Toyo Tires as a 'Clarion Builds' Partner**

*Clarion Builds' BMW 2002 Restoration Project To Benefit Significantly From Involvement of an Industry Leader*

CYPRESS, Calif., June 17, 2014 /PRNewswire/ --Clarion Corporation of America's all-new 'Clarion Builds' innovative marketing program takes off with the announcement of Toyo Tires as a premium, Gold-Level partner on the program's first project.

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

"We are very excited to have Toyo Tires as part of the Clarion Builds program," stated Allen H. Gharapetian, Vice President of Marketing & Product Planning for Clarion Corporation of America. "Clarion and Toyo Tires share nearly identical values when it comes to innovation, performance and quality so it is great to have their support and involvement as a Gold Level Partner for Clarion Builds' currently active BMW 2002 restoration project."

"We are very happy to be a part of the Clarion Builds program since we share the same passion for iconic cars, motorsports and everything in between," stated Amy Coleman, Sr. Director of Marketing, from Toyo Tire U.S.A. Corp. "At Toyo Tires, we agree people should love their automobiles, and we enjoy being a part of that love affair. Between our experience and breadth of premium tire products we look forward to helping make each of these projects special."

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 Toyo Tires, 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](http://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](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).

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

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

### **About Toyo Tires**

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for more than 65 years.

The company offers a complete selection of premium replacement tires for nearly every make and model including light trucks, SUVs, high performance cars and luxury vehicles as well as commercial trucks. Consumer product lines include the popular Open Country tires for light trucks and SUVs; Proxes ultra-high performance tires; Versado tires for luxury passenger cars; and the value line of Extensa passenger car tires. Many of the tires are built in the United States at their state-of-the-art factory in Bartow County, Georgia.

For more information log onto [www.toyotires.com](http://www.toyotires.com) and connect with the community at [Facebook](#), [Instagram](#), [Twitter](#) and [Google+](#).