



PRESS RELEASE:

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Clarion's '74 BMW 2002 Raises Big Money for Cancer Research at Barrett-Jackson Palm Beach

The sale of the very first build from Clarion's 'Clarion Builds' program raised \$125,000 for the Barrett-Jackson Fund at TGen Foundation to Support Cancer Research, Early Diagnosis and Treatment

CYPRESS, Calif., April 20, 2016 – [Clarion Corporation of America](#) announced today that its [Clarion Builds](#) program's first iconic classic vehicle restoration, a [1974 BMW 2002](#), officially sold at auction raising \$125,000 for cancer research. The beautiful Fjord Blue BMW, Lot No. 3004, crossed the auction block Saturday evening, April 9, 2016 at 4:30pm EDT at the 14th annual Barrett-Jackson Palm Beach Auction at the South Florida Fairgrounds. Proceeds from the sale of the Clarion Builds BMW 2002 were donated to the Barrett-Jackson Fund for the Barrett-Jackson Cancer Research Fund at TGen, in Memory of Russ and Brian Jackson. The fund, established in 2010, is a salute to auction Chairman and CEO Craig Jackson's father, Russ — one of the founders of Barrett-Jackson — and brother, Brian, whose lives were cut short by colon cancer.

"We are beyond pleased with the generous donation earned from the charity auction sale of Clarion's fully restored 1974 BMW 2002," said Michael Bassoff, President of TGen Foundation. "All \$125,000 received from the sale of the car will go toward advancing our research in applying translational genomics to the early detection and treatment of cancer. We are grateful to Clarion and their Clarion Builds partners for recreating such an iconic piece of automotive history and donating it to benefit the patients we serve."

Clarion's next Clarion Builds project car, a beautifully restored and tastefully modified first-year Acura NSX will be on display at Clarion's booth during Barrett-Jackson's January 2017 auction in Scottsdale, Ariz., and is scheduled to cross the block at a subsequent Barrett-Jackson auction later next year.

"Barrett-Jackson began as a charity fundraiser and giving back to the community has long been a pillar of our company," said Craig Jackson, chairman and CEO of Barrett-Jackson. "We've helped raise more than \$89 million for deserving charities over the years and we couldn't do it without the help of partners like Clarion. TGen has had a longstanding relationship with Barrett-Jackson and is a cause very close to my heart. I'm proud that the sale of the 1974 BMW 2002 went to benefit the Barrett-Jackson Cancer Research Fund at TGen and I'm excited to further our relationship as the official auction partner for the Clarion Builds program."

"From the beginning, we were determined to develop the Clarion Builds program into an industry benchmark. It is especially rewarding to look back at our achievements of the past two years as we have irrevocably delivered upon all our goals," stated Allen H. Gharapetian, vice president of marketing and product development for Clarion Corporation of America and chief of the Clarion Builds program. "From bringing a true automotive legend back to life and pulling millions of fans and followers together across the globe who celebrated this amazing project, to raising a significant sum of money for a worthy cause, Clarion Builds has set a new standard. None of this would have mattered without the support from Barrett-Jackson, who shares our passion of philanthropy, and the avant-garde life saving research being conducted at TGen. Both Barrett-Jackson and TGen were indisputably instrumental in delivering a grand finale worthy of our iconic BMW 2002."

To learn more about the Clarion Builds program, or to follow the build of iconic classic cars, visit Clarion Builds at www.clarionbuilds.com or watch the latest Clarion Builds videos at www.youtube.com/clarionUS.

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For info about Clarion, please visit: <http://www.clarion.com/us/en/corp/about-clarion/index.html>

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About TGen

Translational Genomics Research Institute (TGen) is a Phoenix, Arizona-based non-profit organization dedicated to conducting groundbreaking research with life changing results. TGen is focused on helping patients with neurological disorders, cancer, and diabetes, through cutting edge translational research (the process of rapidly moving research towards patient benefit). TGen physicians and scientists work to unravel the genetic components of both common and rare complex diseases in adults and children. Working with collaborators in the scientific and medical communities literally worldwide, TGen makes a substantial contribution to help our patients through efficiency and effectiveness of the translational process. For more information, visit: www.tgen.org. Follow TGen on [Facebook](#), [LinkedIn](#) and [Twitter @TGen](#).

About Clarion Builds

Clarion Builds takes a different approach to restoring iconic classic car by partnering with experts for each respective vehicle to conduct a true concours-quality full restoration of the vehicle. Hand selected strategic high-profile industry partners help Clarion upgrade and restore vehicles with tasteful modifications that improve their driving dynamic, while maintaining each vehicle's era-correct aesthetics and classic personality. Vehicles rebuilt by Clarion's Clarion Builds program, as a result, are beautiful examples of iconic classics that are in better than new condition with upgrades that allow for a more spirited driving dynamic and offer modern electronic conveniences. Each project is fully documented digitally and shared with fans and enthusiasts through social media, blog posts, and other marketing vehicles. Projects can be followed online at www.clarionbuilds.com or via Clarion's social media channels.