



PRESS RELEASE:

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Clarion's 1974 BMW 2002 Up for Grabs at Barrett-Jackson Palm Beach

100% of Auction Proceeds from Clarion's Beautifully Restored and Tastefully Modified 1974 BMW 2002 to be Donated to Barrett-Jackson Cancer Fund at TGen Foundation

CYPRESS, Calif., April 5, 2016 – [Clarion Corporation of America](#) announced today that its [Clarion Builds](#) program's first iconic classic vehicle restoration, a 1974 BMW 2002, will be crossing the auction block at [Barrett-Jackson Palm Beach this weekend](#). All proceeds from the sale of the car will be donated to the Barrett-Jackson Cancer Research Fund at the [TGen Foundation](#). After generating over a billion views online, gracing the covers of magazines and touring the show circuit, Clarion's wildly popular Clarion Builds BMW 2002 will fulfill its final objective and is expected to raise significant money for a worthy foundation. The car is slated to cross the block Saturday, April 9th at approximately 4:30pm EDT.

"Clarion has been designing and manufacturing innovative automotive audio and entertainment systems globally for nearly eight decades and has been part of the American car culture since 1966. The Clarion Builds program is our way of paying tribute to iconic cool cars loved by many of us and our fans and to give back to the community," said Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America and Chief of the Clarion Builds Program. "With the end goal in mind, Clarion and our Clarion Builds partners spent countless painstaking hours restoring and making our BMW a perfect example of a period-correct restoration with modern day technology upgrades. We are excited to see the effort put forth in building such a highly praised car turn into a charitable donation to support the life-saving research being conducted at TGen foundation."

Unlike traditional restorations, Clarion Builds takes a different approach 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.

"Clarion's 'Clarion Builds BMW 2002' is a real head turner. The level of attention, passion and

craftsmanship that went into building the car is evident from every angle,” said Michael Bassoff, TGen Foundation President. “Like Clarion and their Clarion Builds program partners, TGen shares the same level of passion and commitment to its craft of making a difference in the lives of individuals faced with cancer and other complex diseases. Clarion’s generous donation of the proceeds from the sale of their gorgeous 1974 BMW 2002 will serve to inspire our researchers as they apply precision medicine to the improved care of cancer patients worldwide.”

The Clarion Builds BMW 2002 will be on display in Clarion’s booth during the entire Barrett-Jackson Palm Beach auction in the vendor section of the venue. The car will cross the block on Saturday evening, April 9, 2016 at approximately 4:30pm EDT.

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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Follow Clarion on Twitter: www.twitter.com/ClarionUSA

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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 Clarion Builds

Initiated by Clarion Corporation of America, Clarion Builds is an innovative marketing program that began in the summer of 2014 to tackle unique restoration projects of iconic cars and trucks in cooperation with key partners, hand-selected for each individual project. The program is designed to connect with new and existing fans that 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.

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](#).