



**PRESS RELEASE:**

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**CLARION BUILDS 1991 ACURA NSX HEADS TO BARRETT-JACKSON LAS VEGAS  
AUCTION TO SUPPORT THE AMERICAN RED CROSS**

*100-percent of Auction Proceeds from Clarion Builds' Beautifully Restored and Tastefully Modified 1991  
Acura NSX to be Donated to Support the American Red Cross*

**Cypress, California and Las Vegas, Nevada, October 18, 2017** – [Clarion Corporation of America](#), a leader in automotive and marine electronics solutions, and [Barrett-Jackson](#), producers of the world’s greatest collector car auctions, announced today that the two have teamed up to auction [Clarion Builds’](#) meticulously restored and tastefully modified 1991 [Acura NSX](#) at the upcoming 10th annual Barrett-Jackson Las Vegas auction. The entire sale price of the iconic sports car will be donated to the [American Red Cross](#), allowing the NSX to fulfill its mission's final objective.

“Charity has forever been an important component of our auctions and we are pleased that we are able to assist Clarion and its Clarion Builds program in raising a generous donation to support the American Red Cross’ humanitarian efforts,” said Craig Jackson, Chairman and CEO of Barrett-Jackson. “There is always tremendous excitement and emotion as our charity cars, like this Acura NSX, cross the block, because they directly impact deserving organizations like the American Red Cross.”

In 2015, the Clarion Builds program awarded Barrett-Jackson the “Official Auction Partner” title for the program’s maiden build of an iconic [1974 BMW 2002 Resto-Mod](#). In April 2016, the sprightly little 2002 was auctioned off as a charity car at Barrett Jackson’s Palm Beach event, raising \$125,000 for the [TGen Foundation](#) to support cancer research. Barrett-Jackson is recognized worldwide as the leading collector car auction house and has been instrumental in collaboratively marketing the Clarion Builds Acura NSX to prospective buyers before it crosses the auction block at Barrett-Jackson’s Las Vegas event.

The 1991 Acura NSX benefiting the American Red Cross has been assigned [Lot # 3002](#), and will cross the block on Friday October 20, 2017 @ 3:30 pm. To learn more about how to bid on the Clarion Builds Acura NSX in person at the auction or remotely, please visit: [http://bit.ly/CB\\_NSX\\_Bidding](http://bit.ly/CB_NSX_Bidding).

“The most bittersweet component of the [Clarion Builds](#) program is having to say goodbye to our cars. We spend so much time building these iconic cars, showing them and actually driving them, that we grow quite attached to them,” said Allen H. Gharapetian, Vice President of Marketing and Product Planning for Clarion Corporation of America and Chief of the Clarion Builds Program. “However, as with the BMW 2002, the NSX must fulfill its final mission in raising a substantial donation for a worthy charity. We are confident that, with the help of Barrett-Jackson, we will be able to raise a significant amount of money to help the American Red Cross and its humanitarian mission.”

Clarion and its key partners for each project, including Barrett-Jackson and the American Red Cross, aim to unite fans and fully integrate them as a part of the program through both social and traditional media engagements. Additionally, Clarion and its partners work collaboratively to provide a great deal of detailed content designed to generate excitement and encourage fan participation as each project

progresses through various stages of the build process.

“Being a lifetime car enthusiast, I am a big fan of the Clarion Builds program. Much like how Clarion Builds restores and rebuilds cars ravaged by age, the American Red Cross is relied upon every day to help communities prepare for disasters and during the recovery process help those who have been impacted by a disaster,” said Michael Jordan, Vice President of Humanitarian Services at the American Red Cross. “We are honored to have the support of Clarion and its numerous partners and grateful they share our passion for making a difference in the lives of millions of people.”

Clarion will be showcasing the 1991 Acura NSX alongside the most recent Clarion Builds project, a fully restored 1993 BMW 850Ci, at Barrett-Jackson’s Las Vegas event from October 19 to 21, 2017.

To learn more about Clarion Builds program, or to follow the build of iconic classic cars, visit Clarion Builds at [www.clarionbuilds.com](http://www.clarionbuilds.com) or watch the latest Clarion Builds video at [www.youtube.com/clarionUS](http://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 The Barrett-Jackson Auction Company***

*Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World’s Greatest Collector Car Auctions®, is the leader in collector car auctions and automotive lifestyle events. The company produces auctions in Scottsdale, Arizona; Palm Beach, Florida; Uncasville, Connecticut, at*

Mohegan Sun; and Las Vegas, Nevada. With broadcast partners Velocity and Discovery Channel, Barrett-Jackson featured nearly 100 hours of live television coverage in 2015, including broadcasts in over 100 countries internationally. Barrett-Jackson also endorses a one-of-a-kind collector car insurance for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit <http://www.Barrett-Jackson.com>, or call 480-421-6694.

### **About Clarion Builds**

Initiated by Clarion Corporation of America, Clarion Builds is an innovative marketing program launched 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. The final mission of each project is to raise a substantial amount of funds through a Barrett-Jackson auction, proceeds of which are entirely donated to a worthy charity. Visit [www.clarionbuilds.com](http://www.clarionbuilds.com) for more information.

### **About the American Red Cross:**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).