



ACURA

M E D I A I N F O R M A T I O N

FOR IMMEDIATE RELEASE

Contact: Acura Public Relations
Mike Spencer (310) 783-3165
Andy Boyd (313) 567-7770
Theresa Lin (310) 783-3396
Jennifer Garber (212) 355-9191
AC 98-02

Acura Introduces New Special Edition 3.5RL
Announces Pricing Dates for Integra Type R; New Markets for Navigation System

CHICAGO (February 5, 1998) – Acura introduced its new special edition 3.5RL luxury sedan here today at the 1998 Chicago Auto Show. The company also announced pricing for the limited edition Integra Type R and the expansion of its Acura Navigation System to new markets in the Midwest and Southwest regions of the U.S.

Acura will produce 2,600 of the special edition 3.5RL for the 1998 model year. In addition to all the standard features found on the 3.5RL, the special edition model also includes heated front seats, a trunk-mounted 6-disc CD changer, a two-tone paint finish, new alloy wheels with a machine finish, special edition floor mats, a special edition trunk mat, a cargo net, a ski sack and more.

“As our flagship sedan, the RL sets a precedent in the performance/luxury segment and this new special edition version is a complete luxury package,” said Bob Cosmai, Acura’s vice president of national sales. “The idea was to not leave the buyer wanting or needing anything else.”

- more -

Acura Introduces Special Edition 3.5RL
Page 2-2-2-2

Acura also announced the official return of the Integra Type R limited edition sports coupe for the 1998 model year. Designed for sports car enthusiasts, the Integra Type R again features a 195-horsepower, 1.8-liter, DOHC, 16-valve VTEC engine that provides more horsepower per liter than any other normally aspirated mass-produced engine in the U.S.

Scheduled to go on sale in early March, the company will produce only 1,000 units of the Integra Type R for the model year, and will offer the vehicle for \$23,500.

In addition to the new products being introduced, Acura announced that its in-dash, satellite-linked navigation system is now available in several markets in the Midwest, including Chicago, and Southwest regions of the country.

Available currently in the 3.5RL luxury flagship sedan, the Acura Navigation System offers digitized mapping of the East Coast, from Maine to Florida, as well as California. The system, uses a combination of the Global Positioning System (GPS) satellites, electro-gyros and sophisticated state-of-the-art software to map out the best route to a destination and to tell drivers their exact location at all times.

“We’ve received some great reviews from customers who use the navigation system and praise it for its user-friendliness and pinpoint accuracy,” said Cosmai. “While it currently is only available on the 3.5RL, we expect the navigation system will be offered on additional Acura models in the future.”

Acura Introduces Special Edition 3.5RL
Page 3-3-3-3

Acura currently offers a comprehensive line of performance/luxury automobiles from the Integra sports coupes and sedans and the CL Series of luxury sports coupes to the TL Series of luxury sedans, the 3.5RL luxury flagship sedan, the SLX luxury sport utility vehicle and the NSX exotic sports car.

#