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When foot traffic and phone ups slow in your store, wouldn’t it be nice if you didn’t need to scramble for prospective clients? By building a business that is based on repeat sales and referrals from your clients, you’ll have a more reliable stream of clients that keeps vehicles moving off the lot. Here are five ways to be replete with repeats.

1. Build trust from the start.
   When you meet a prospective client for the first time, focus on building trust with them and letting them know that you are there to find the right car for them, not just make a sale. As you go through the discovery process, make it clear that your questions are all about learning what is important to them in their next car, so you can match them with a vehicle they’ll love.

2. Support them after the sale.
   From the start, reassure your clients that the dealership – and especially you personally – are there to support them throughout the time they own the car. Follow through on that by reaching out shortly after they take delivery to find out if they have any questions, or by sending a link to a tutorial video that may help them understand how a technology (such as AcuraWatch™) works, or hold a class at the dealership for new clients to go over certain features in person.

3. Follow up regularly.
   If you build a relationship with every client, they won’t be surprised when you check in with them. Make it a point to note when they are coming in for Service, and greet them in the Service Drive with a friendly hello and a cup of coffee. If you aren’t on the floor that day, leave a handwritten note for them at the Service Counter or follow up with a phone call. Keep notes on each client, such as birthdays, interests or family details, and use that information as another way to stay in touch.

4. Share Acura news.
   When your store or the Acura brand has news, share it with your clients in a non-sales message. Tell clients about new products, redesigns or next generations of features in the same way you’d share an interesting article with a friend. When Acura, your store or even you personally receive some sort of formal recognition, send a simple email, text or social media post with the details and a friendly “thank you” that they are a big part of that success.

5. Go the extra mile.
   Making a little extra effort pays off in building memorable relationships. Give out your mobile number and encourage them to reach out when they have questions or experience any car trouble. When they arrive for a Service appointment, offer to drive them to work or back home so they don’t need to wait for the shuttle. Work with local municipality groups to properly install their child car seats.

The more often you can interact with your clients in a sincere and helpful way, the more likely they are to remember you when it’s time for their next car – and to bring other family and friends to you as well.
2016 or 2017 MDX?

Rollout of the new MDX gives clients two great choices this summer.

With the new 2017 MDX on sale soon, clients will have the rare opportunity to choose between two different model generations of the best-selling three-row luxury SUV of all time. They can choose the substantially updated 2017 MDX with its fresh new styling, led by the first production appearance of Acura’s new diamond pentagon grille. Or they can choose the top-selling 2016 MDX, a vehicle that’s highly regarded by owners and expert reviewers alike. What are the key differences between the two vehicles? Let’s take a look.

2016 MDX

The MDX has been the Acura sales leader for seven years running, so clients are clearly finding a lot to like about the 2016 model. With a roomy, quiet and luxurious interior that features three rows of comfortable, versatile seating, the MDX is ready for almost anything. The MDX offers exceptional connectivity and driver-assist capability with an impressive range of available technology features. Agile, engaging handling, a smooth V-6 powertrain and front-wheel drive or available Super Handling All-Wheel Drive™ help the MDX meet the needs of a broad spectrum of drivers.

Key features of the 2016 MDX:
› 290-horsepower, 3.5-liter, 24-valve, SOHC i-VTEC® direct-injection V-6
› 9-speed automatic transmission
› Front-wheel drive or Super Handling All-Wheel Drive™
› EPA fuel economy ratings* (city/highway/combined)
  19/27/22: FWD
  20/27/23: FWD with Idle Stop
  18/26/21: SH-AWD®
  19/26/22: SH-AWD® with Idle Stop
› Seven-passenger seating capacity
› NHTSA 5-Star Overall Vehicle Score from the National Highway Traffic Safety Administration’s New Car Assessment Program
› TOP SAFETY PICK+ (TSP+) from the Insurance Institute for Highway Safety (IIHS) when equipped with CMBS™

2017 MDX

The 2017 MDX has much in common functionally and mechanically with the 2016 MDX, but includes freshened styling and available new features.

Standard and available new features for 2017 MDX:
› Updated front and rear styling
› Available Sport Hybrid Super Handling-All Wheel Drive™ (SH-AWD®) powertrain technology
› Standard AcuraWatch™ driver-assist features
› Electric Parking Brake with Automatic Brake Hold
› Auto high beam headlights
› SiriusXM® Radio 2.0
› Four 2.5-amp USB charging ports
› HD Traffic
› Bi-Directional Keyless Remote Engine Start
› Two new 20-inch wheel and tire options
› Power folding side mirrors
› LED fog lights
› Restyled Jewel Eye™ headlights
› Chrome rocker panel design
› Genuine Olive Ash Burl or Black Limba wood interior trim
› Heated steering wheel
› Surround-View Camera System with six selectable viewing angles
› Ultra-widescreen Rear Entertainment System
› Second-row captain’s chairs and a center console

*Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your actual mileage will vary, depending on how you drive and maintain your vehicle, driving conditions and other factors.
This past May marked a landmark event in Acura’s 30-year history: the first-ever Acura Performance Driving School (APDS). Over the course of three weeks, about 1,000 select dealership personnel from across the U.S., Canada, Mexico and Central America traveled to Columbus, Ohio, for an intensive one-day event that combined a deep dive into NSX technology, the supercar buyer and more. Much more, actually, including an on-track performance driving school that gave every participant multiple opportunities to build their skills behind the wheel of Acura’s full range of performance sedans – and in the all-new NSX supercar.

The idea of an intensive driving event to launch the NSX goes back almost as far as the new generation NSX itself. After all, for dealership staff to effectively sell the NSX and be able to connect and communicate with potential buyers of this exotic built-to-order supercar, they need to understand it – backwards and forwards. But product knowledge is clearly not enough. Most of all, Acura dealer staff need to drive the NSX in a controlled racetrack setting to experience its incredible performance firsthand.

But you don’t just plop a thousand people from several different territories into the driver’s seat of a 573-horsepower NSX on an empty racetrack and tell them to “hit it!” That’s why the program evolved into a performance driving school at the highly secretive Transportation Research Center (TRC), a few miles down the road from the Performance Manufacturing Center (PMC) where the NSX is built. Much of the on-track development of the NSX took place at the Dynamic Handling Course (DHC) designed by former Formula 1 driver Alan L. Wilson. It’s the ideal location to experience Acura’s latest expression of supercar performance.
The three-week APDS program averaged 90 participants per day. Three on-track sessions led by professional drivers stepped participants through a range of escalating performance driving skills training. Starting out in the first session in the ILX A-SPEC®, TLX SH-AWD, and RLX Sport Hybrid sedans, participants got comfortable on the racetrack and learned performance driving basics. For the second session, the NSX and Porsche 911 Turbo S were added to the driving mix as the skills training intensified. The final and most challenging driving session sidelined the sedan models and put the focus squarely on the NSX. All participants had the opportunity to drive a Porsche 911 Turbo S as a supercar point of reference. Participants also had a chance to ride in the passenger seat of an NSX while a pro driver took them around the track for a mind-bending hot lap.

When it was all over, participants were rewarded with a hands-on understanding of the performance capabilities of the entire Acura sedan lineup, the amazing NSX and of the Precision Crafted Performance that’s the foundation of the Acura brand. They also came away with some great stories to tell – and some very big smiles on their faces.
CAUGHT YOU LOOKING
Thousands of people are building their dream cars on the NSX Configurator – and the numbers continue to grow. As of May 1, 2016, supercar enthusiasts had:

› Made 791,411 site visits.
› Saved 6,037 configured vehicles.
› Scheduled 754 dealership appointments (consultation requests).

In addition, 14,681 visitors have “shared” their NSX vehicles with their lucky friends. Perhaps most importantly, more than 86,000 visitors started by exploring the NSX and then went on to check out other Acura vehicles. You’ve probably encountered some of them in your dealership – you’re likely to recognize them by their enthusiasm.

CHOICES, CHOICES
When people visit the NSX Configurator, what exactly are they doing? They’re specifying color combinations, of course, but they’re also choosing the exciting features they want, like these factory options:

› Carbon-Fiber Exterior Sport Package
› Carbon-Fiber Engine Cover
› Carbon-Fiber Roof
› Carbon-Ceramic Brake Rotors
› Carbon-Fiber Rear Spoiler
› Exclusive Interwoven Aluminum-Alloy Wheels
› Technology Package – ELS Studio® Audio System
› Technology Package – ELS Studio® Audio with SiriusXM® Satellite Radio
› Interior Carbon-Fiber Sport Package
› Alcantara® Headliner

You need to be familiar with all these choices, either through the Dealer Book or on the Configurator, so you can help guide clients to just the right features they crave.

“ALLOW ME TO INTRODUCE YOUR NEW BEST FRIEND…”
The first NSX vehicles ordered will begin to arrive soon. So you’ll be playing matchmaker and introducing vehicles to their excited new owners at delivery. Like every other aspect of the NSX purchase process, delivery must be a white-glove experience. You need to cater to your client’s preference for where and when they’d like to take delivery, taking state laws into account, of course.

Your dealership will have its own process, but it should be designed to address the following:

› Most clients want zero miles on their vehicle.
› Some would prefer a home delivery, whereas others just want a designated area or room at the dealership.
› Many dealerships that offer supercars arrange for home deliveries using specialized, covered transport vehicles.

Supercar buyers expect the highest level of personalization. You should always be looking for new ways to exceed the client’s expectations and make that first meeting magical.
Genuine Acura Accessories

A new Acura makes a great starting point for customization by your clients.

Genuine Acura Accessories give clients a universe of unique ways to personalize their Acura vehicle. Depending on the item, Genuine Acura Accessories can add style, performance, utility or convenience, even on the latest 2017 models.

FIT, FINISH AND FUNCTIONALITY
Acura accessories are designed specifically for Acura vehicles, providing a factory color match, factory-installed appearance and functionality tailored to each individual model.

QUALITY
Acura accessories are engineered to the same exacting quality standards as the automobiles for which they are designed. Each is tested under severe conditions to provide the utmost in durability and reliability.

ELECTRONICS PRE-WIRING
Your new Acura automobile is pre-wired for Acura Electronic Systems Accessories. This ensures full compatibility and optimum system integration.

WARRANTY
When installed at the time of purchase of a new Acura vehicle, Acura Accessories carry a full 4-year/50,000-mile limited warranty.
When installed after the time of purchase of a new Acura vehicle, Acura Accessories carry a 12-month/12,000-mile limited warranty or the remainder of the new vehicle limited warranty, whichever is longer.

RESALE VALUE
Acura accessories (e.g., alloy wheels, spoilers) can add resale value to an Acura automobile.

FINANCING
When purchased at the same time as a new Acura automobile, Acura accessories can be included in the vehicle financing package.

Available accessories vary by model, but typically they can be grouped into several main categories:

- **Interior**
  - Woodgrain-look steering wheel
  - Heated steering wheel
  - Cargo hook
  - Cargo net
  - Cargo liner
  - Cargo cover
  - Trunk tray
  - First aid kit
  - Sunshade
  - All-season floor mats
  - Trunk tray
  - Rear seat covers
  - Illuminated door sill trim

- **Electronics**
  - Engine block heater
  - Back-up sensors
  - Remote engine start II, III
  - SiriusXM® Satellite Radio

- **Exterior**
  - Front and rear underbody spoilers
  - Car cover
  - Splash guards
  - LED fog lights
  - Door edge film
  - Moonroof visor
  - Black crossbars
  - Running boards
  - Rack accessory attachments
  - Accessory wheels
  - Wheel locks
  - Decklid spoiler
  - Body side molding
  - Spare tire kit
  - Rear bumper appliqué
  - Chrome door trim
  - Trailer hitch

- **Packages**
  - Protection Package I, II, III, IV
  - Metro Package
  - Aero Kit
  - Convenience Package

Need the app?
Scan or go to the iTunes store at http://q.r.to/badWY6 to download the Acura Accessories app to see what’s new.
Everything You Wanted to Know About the NSX and Other Acura Vehicles…

…But didn’t know where to look.

There’s So Much More to See
If you haven’t explored Acura Launch Training recently, you are missing out on some extensive new NSX info. The menu now includes the below items:

› What’s New
› Model Overview
› Model Lineup
› Color and Trim
› Specifications and Features
› Presentation
› Delivery

And There’s So Much That You May Have Missed
Don’t forget to visit the Resources tab, available on the Acura Launch Training home page. You’ll find lots of ways to brush up your knowledge, including items to show clients to help them understand the value of Acura’s advanced technologies. There’s a wide range of topics, available in formats like these:

› Technology Animations
› Walkaround Videos
› How-To Videos
› And more!
› Press Kit
› Reviews
› NSX Inside

These new links may be parallel to those for other Acura models, but the details are all pure NSX – like ways to present the benefits of ablation casting, how to demonstrate Launch Control at delivery, or just how well the NSX matches up against the Lamborghini Huracán.