



LETTER

The Road to Success

Change is good

For the past four years, things have been moving full-speed ahead at Acura. We've introduced exciting new vehicles. We've upped our marketing game. And we've made Acura a challenger brand again.

It's been a lot—and I wouldn't have it any other way. Because that's what we do at Acura: we move forward. You've been with us the entire way, and I appreciate your dedication.

Now we're in a new phase, one in which we can build upon the foundation we've laid and create something even more spectacular.

To reach the next level, we knew we needed to change the way we operate, and we did. In April, American Honda Motor Co., Inc., restructured its operations, making a significant departure from what we'd come to know. If some of you are nervous, I get it.

But let me say in no uncertain terms: *this is good for Acura.*

The changes have streamlined the organization, enhanced collaboration and accelerated communication. In many ways, they further return Acura to its roots. Thirty years ago, when this brand was first setting the world on fire, it had a similar structure.

Over the next few pages, you'll meet the new leaders of the Acura sales, marketing and service teams, and hear their visions for the brand. You'll see that

they are just as committed as I am to Precision Crafted Performance and making Acura all that it can be.

What Acura is—and always will be—is a performance brand. Nowhere have we demonstrated that more than in our recent motorsports activity. In addition to our success with Acura Team Penske and the Acura ARX-05, we're disrupting the industry with the No. 57 Heinricher Racing with Meyer Shank Racing Acura NSX GT3 Evo team, the first team with a competitive all-women lineup. This year, we also began our sponsorship of the Acura Grand Prix of Long Beach, America's most famous road race.

Now, the key is to keep pushing forward. I'm doing that in my new role as head of the Acura Brand Office, where I'll be leading the execution of our business plan and charting the long-term future of Acura. My job is to keep this brand focused on performance and ensure we remain consistent in everything from product development to marketing and sales.

The key to building a brand is staying disciplined and never wavering from your course. In the classic race between the tortoise and the hare, Acura may be the tortoise. But remember: the tortoise always wins.

— Jon Ikeda, vice president and Acura brand officer

MASTHEAD



EDITOR IN CHIEF

Shannon Hammer

CONTRIBUTING EDITORS

Christina Chavez, Cordell Clealand, Julie Currin, George A. Harmon, Gail May, T.E. McHale, Andrew Quillin, Daniel Rodriguez, Matthew Sloustcher, Ray Tapan, Nouchi Vang, James Wong

FEEDBACK AND SUGGESTIONS

Shannon_Hammer@ahm.honda.com

Acura Precision is a magazine exclusively for Acura Dealer Principals, General Managers, Sales Managers, Parts Managers and Service Managers.

Acura Precision is published by Strategic Content Labs, a division of St. Joseph Communications, on behalf of Acura for American Honda Motor Co., Inc. (AHM).

Acura | Mailing address:
1919 Torrance Blvd., Torrance, CA
90501-2746

Mail Stop: 100-4E-476

All rights reserved | Reproduction in whole or in part is prohibited without prior written permission from the publisher.



ST. JOSEPH COMMUNICATIONS

CHAIRMAN

Tony Gagliano



STRATEGIC CONTENT LABS

PRESIDENT

Douglas Kelly

GM, TRAVEL & AUTOMOTIVE

James McNab

DIRECTOR, EDITORIAL & CREATIVE

Paul Ferriss

ART DIRECTOR

Peter Zaver

DESIGNER

Breanna Rawn

DIRECTOR, PRODUCTION

Maria Mendes

PRODUCTION MANAGER

Caroline Potter

CONTRIBUTORS

Claire Cooper, Matthew Gilson, Kristen Koch, Rebecca Masters, Andrew Raven