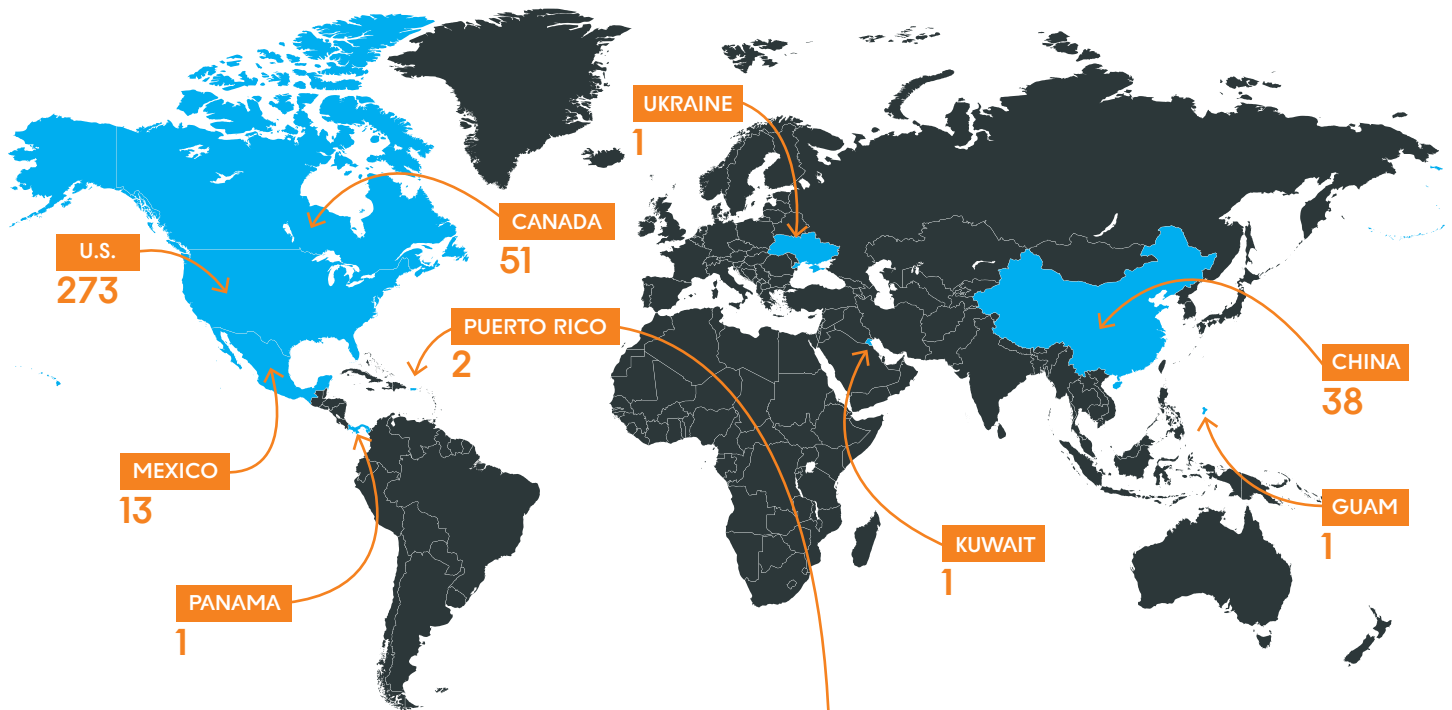


EVENTS

International Affairs

How U.S. dealers are connected to a growing global network



MILESTONE
MOMENT

Puerto Rico celebration

Distributor Bella International opened the first Acura dealerships in Puerto Rico in 1986. In August, they celebrated 30 years with Acura with a lively party and the unveiling of the 2017 NSX and MDX in San Juan.



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As an Acura dealer, you're among a network of 272 other business owners working to deliver a Precision Crafted Performance experience to clients across the U.S. But your network doesn't stop there. You're also part of an international network of Acura dealers and distributors in eight other countries and territories around the world, who are building the brand's reputation by competing in new markets and introducing Acura luxury to new clients. The first American dealerships opened in 1986 along with a few global ones, like those in Puerto Rico and Canada. Other markets, like Kuwait, Panama and Ukraine, saw their first Acura dealerships just in the past few years.

In Central America and the Caribbean, dealerships share a brand identity with the U.S. "Go into the Panama dealership and you'll see the same signage, brand colors, and overall look and feel as American dealerships," says Vicki Poponi, vice president of export sales.

Dealership interiors in other regions look slightly different to appeal to different markets, but the Acura mark remains consistent. While some features may vary to meet each country's regulations and emissions standards, Acura vehicles are the same around the world.

As a fusion of Japanese heritage and American craftsmanship, Acura is an international brand at its core, and has leveraged that pedigree to create cars that thrill drivers all over the world, says Poponi. "One of the things that has made international dealers successful is what continues to make us successful in the U.S.: Acura does luxury trucks better than anyone else. The MDX and RDX are big strengths in every country. Now with our hybrid supercar, the NSX, shipping around the world, we're proving Acura is a both a brand of the future and one with global appeal." ❁



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1. Bernard Mainvielle, territory sales representative, export sales division; Vicki Poponi, vice president, export sales division; and David Hendley, vice president of Acura field operations 2. Bella Group service and parts director José Medina, vice president and CFO Rolando Rivera, executive vice president and chief administration officer William Cuebas, and senior vice president of wholesale and business development José Carlos Villares 3. Local radio and TV personality Otto Oppenheimer and another guest with the 2017 MDX 4. Carlos López-Lay, president and CEO of Bella Group, welcomed guests to the event

COMMUNITY

Strength in Numbers

Acura's partnership with its dealers is critical to the brand's success. To keep the relationship strong, Acura created the National Dealer Advisory Board to encourage ongoing conversations that move the Acura brand forward.

WHO CAN JOIN: Active owners with at least a 20% stake in a dealership.

HOW: Members can be nominated by other dealers or they can volunteer with their Zone Manager.

MEMBERS: Six (one from each zone), who serve for three years. The chairperson serves one year, then stays on as chairperson emeritus for one year.

PURPOSE: Gather suggestions from dealers and relay big-picture recommendations to Acura on everything from advertising to service and parts.

WHAT'S INVOLVED: Making a top 10 list of dealer issues and meeting twice a year with Acura senior management to discuss it. "Product, profitability and advertising are always the big three on that list," says former chairman David Fabre.

LATEST ACCOMPLISHMENTS: Increased Standard Bonus, obtained facility renovation assistance through AFCAP, added a 7,500-mile-a-year lease option for clients ... as well as many more.

“ Precision Crafted Performance has to be a shared vision. We're one team, so it's crucial that we work together. We appreciate dealers' partnership and input. Hearing your ideas challenges us to do better. ”

JON IKEDA, VICE PRESIDENT AND GENERAL MANAGER, ACURA DIVISION

MEET THE MEMBERS



JIM MORINO

Current chair. Acura of Lynnwood, Lynnwood, WA
 > I joined the board to work with the division to define the future of our brand.



JIM EDENS

Montano Acura, Albuquerque, NM
 > This is the most influential opportunity I have to share my passion for the Acura brand.



JIM SMAIL

Smail Acura, Greensburg, PA
 > We never stop asking for the best solutions to the challenges we all face.



ALAN DIBRÉ

Acura of Wappingers Falls, Wappingers Falls, NY
 > The next 12 months are critical for the brand as we reshape the way forward.



JEFF WOOD

Courtesy Acura, Lexington, KY
 > My goals are to be a voice for dealers and to work to improve dealer profit.



JACK HANANIA

Acura of Orange Park, Jacksonville, FL; Miami Acura; Acura of Chattanooga
 > With 30 years of brand history, I'm honored to volunteer my time and expertise.



DAVID FABRE

Past chair. Acura of Baton Rouge, Baton Rouge, LA

> Being on the board is a great process—everybody should go through it.