



**NSX**

# Launch Playbook

**Issue #1**



# Acura Performance Console

**Requested Action: Prepare your store to receive your monitor, CPU and credenza and properly test your system upon installation.**

## APC Monitors and CPUs

- Shipping of monitors began the week of Jan. 4<sup>th</sup>.
- The Monitor and CPU will be on one pallet.
- **Requirements: Internet connectivity (either hard wired or wifi with speeds of at least 5mbps)**

## APC Credenza

- Shipping of credenza units began the week of January 4<sup>th</sup>.
- Shipping will end on February 11<sup>th</sup>.
- All dealerships will get a “White Glove” delivery. The unit will be unloaded and set in place. The crating will be removed and the crating material will be taken away.
- **Requirements: 110/120V power supply**



Final Cost:  
\$19,121.84.  
Billed on your  
February Dealer  
balance forward  
statement.

## Configurator Launch



**Please Contact your District Sales Manager with questions or:**

**Monitor Support: HORIZON DISPLAY, (888) 737-4674**

**Credenza Support: EWI WORLDWIDE, (800) 298-8564**

- 1/29 Acura.com begins countdown to configurator launch.
- 2/17 The NSX configurator website will go **live for dealers**. Please take the time to become familiar with the site.
- 2/25 The configurator site will **open to the public on** Acura.com. Make sure you're ready!

# NSX Merchandise

**Requested Action: Order official NSX merchandise by Feb. 10 to display in the Acura Performance Console**

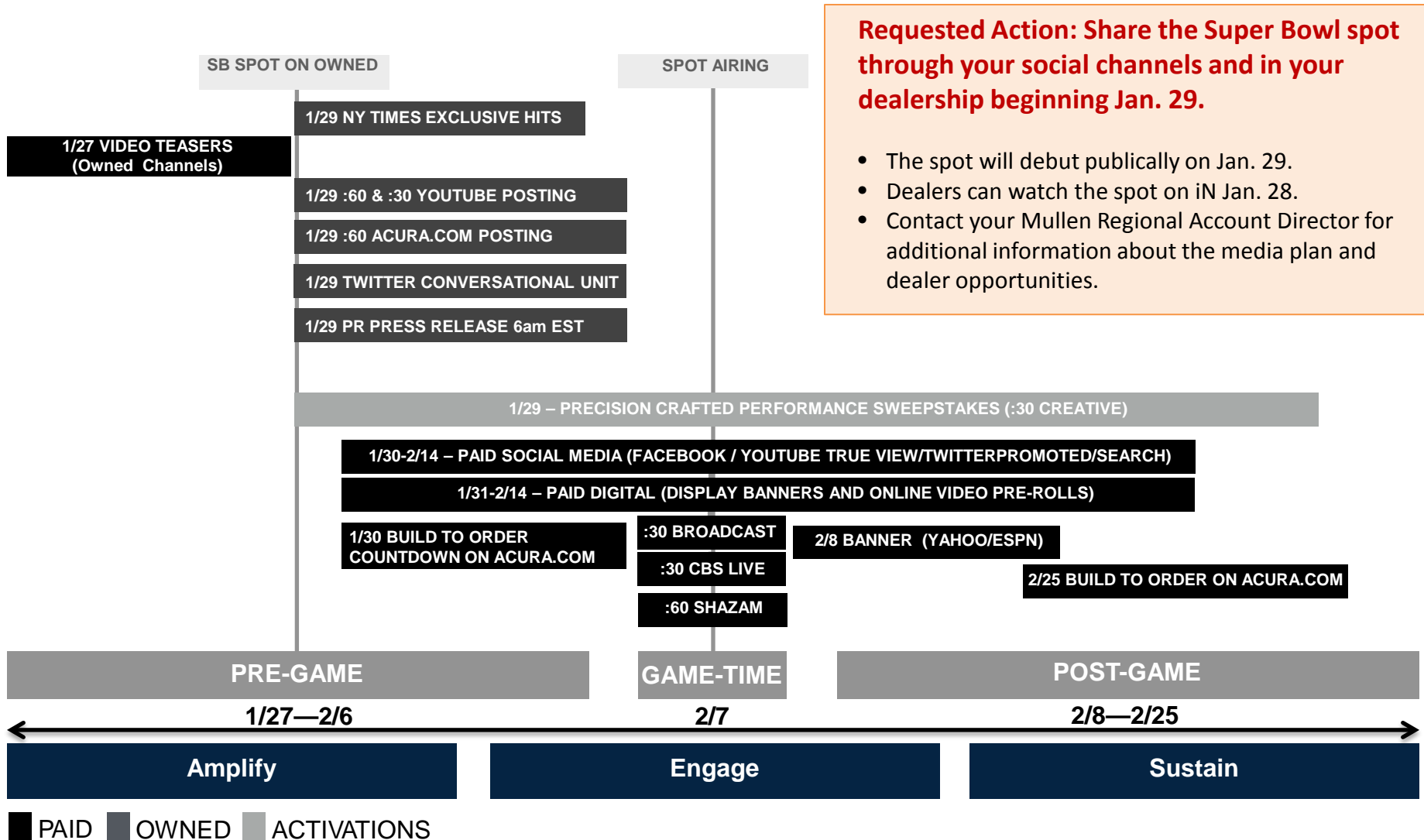
- This month, you will receive your Acura Performance Console, the display cabinet for your showroom that will house your configurator and display Official NSX Licensed Merchandise.
- To prepare for NSX launch, Acura is offering official NSX merchandise at 25% off the listed price.
- You must place your order by Feb. 10 to receive merchandise prior to the Feb. 25 launch date.
- Order merchandise online at [www.nsxcollection.com](http://www.nsxcollection.com) and [click here](#) to see the NSX merchandise flyer that was included in your dealer kit.

**Important Note:** Only official NSX merchandise can be displayed in the console.

**NSX**  
LIFESTYLE COLLECTION



# Super Bowl Roll-out Plan



**Requested Action: Share the Super Bowl spot through your social channels and in your dealership beginning Jan. 29.**

- The spot will debut publically on Jan. 29.
- Dealers can watch the spot on iN Jan. 28.
- Contact your Mullen Regional Account Director for additional information about the media plan and dealer opportunities.



# NSX Specialists – Sales & Service

**Requested Action: Designate your NSX Sales Specialist, NSX Service Specialist and NSX Certified Technician on iN by Feb. 8, and encourage your team to begin training.**

- Designate your NSX Sales Specialist, NSX Service Specialist, and NSX Certified Technician in the "Contact Information" section located in the System Admin section of iN. Note: This information will appear on the NSX configurator website.



## **NSX Sales Specialist\*:**

The NSX Sales Specialist is primary contact at the Acura Dealership for clients who are interested in purchasing an NSX. This subject matter expert is required to know the intricate details of the NSX and be able to make a personal connection with the supercar client. This specialist is required to complete the Acura Performance Driving School.

\*Note: Dealers who sell **1,000** or more new Acura units per year are required to have **2 NSX Sales Specialists**.



## **NSX Service Specialist:**

The NSX Service Specialist is the primary contact for NSX maintenance and repair needs. This subject matter expert is required to consultant on the servicing, repair, controls and functions of the NSX. This specialist is required to complete the Acura Performance Driving School.











## **NSX Certified Technician:**

The NSX Certified Technician is a skilled Master Technician who has been trained to perform pre-delivery inspection, maintenance, and general repairs for the NSX. This subject matter expert is the only one who can perform work on the NSX. This specialist is required to complete the Acura Performance Driving School



# NSX Training Resources & Requirements

Training		Availability	All Dealer Associates	NSX Sales Specialist	NSX Service Specialist	NSX Certified Technician
Acura Inside: NSX Preview		Shipped to dealers December 2015. Downloadable PDF via: <a href="http://www.acuralaunchtraining.com">www.acuralaunchtraining.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NSX Story* Web Based Training		Acura iN: Live 1/21/16	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Connecting w/ NSX Client* Web Based Training		Acura iN: Live 2/1/16	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BTO: Build To Order Admin Web Based Training		Acura iN: Live 2/1/16	Optional	<input checked="" type="checkbox"/>	Optional	Optional
NSX Configurator* Web Based Training		Acura iN: Live 2/16/16	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NSX Features* Web Based Training		Acura iN: Live Week of 3/21/16	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NSX Weekly E-mail Blog		Direct E-mail: Live Week of 3/1/16	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acura** Performance Driving School		PMC Event in Ohio: Sessions 5/2/16 – 5/20/16		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\*All NSX Web Based Training required to be completed within 45 days.

\*\*All NSX Specialists- Sales, Service & Technicians are required to attend the Acura Performance Driving School.

# NSX VIN 001 Live Auction

**Requested Action: Bid on NSX VIN 001 on Jan 29 @ 7:30 pm MT, watch the live auction, and share on your social pages**

NSX VIN 001 will be auctioned off at the Barrett Jackson auction in Scottsdale, Arizona on January 29. Proceeds will go to a pair of children's charities: the Pediatric Brian Tumor Foundation and Zac Brown's Camp Southern Ground.

## **Register to Bid**

We invite all Acura dealers to participate in the auction, either online, by phone, or in-person. All bidders, regardless of how they attend, are required to register in advance. For complete details, go to the [Barrett-Jackson website](#).

## **Watch the Live Auction**

The auction will be streamed live on Velocity.com on Friday, January 29, at 6:30 pm PT/7:30 pm MT/8:30 pm CT/9:30 pm ET. We encourage you to both tune in yourself and show it in your dealership.

## **Social Opportunity**

Acura will share exclusive content from the event with Acura's social audiences. **Please look to share our Acura NSX auction posts on your dealer social pages.**

*Barrett-Jackson*

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS™





# National Acura Town Hall

Mark your calendars to attend a special Acura 30<sup>th</sup> Anniversary National Town Hall Meeting:  
**March 16 – 17<sup>th</sup> in Columbus, Ohio.**

Please join John Mendel, Executive Vice President, Auto Division, and Jon Ikeda, Vice President & GM, Acura Division, to celebrate Acura's 30th anniversary at the Acura National Town Hall Meeting.

We'll provide details about both the event and registration soon. We look forward to seeing you there!



Performance Manufacturing Center



Honda Heritage Center







# Summary of Requested Actions

- ongoing      Ensure proper installation and testing of your Acura Performance Console
- 1/28          Register to bid on NSX VIN 001 at Barrett Jackson
- 1/29          Watch the live auction of NSX VIN 001 on Velocity & share on your social channels
- 1/29          Share the Super Bowl spot via your social channels and in your dealership
- 2/8            Deadline to designate your NSX specialists on iN
- 2/10          Deadline to order your official NSX merchandise to arrive by Feb. 25
- 2/16          Look for NSX Launch Playbook Issue #2
- 2/17          Meet with your team to discuss NSX launch and review the playbook
- 2/17          Begin testing/training on the NSX configurator
- 3/16-17      Attend the Acura 30<sup>th</sup> Anniversary National Town Hall Event in Columbus, Ohio

