Launch Playbook

Issue #2
NSX Launch Playbook #2 Contents

- Key Dates
- NSX Configurator
- Production Strategy
- Initial Coverage Units
- Training Update
- NSX Client Gift & Contact Information
- Assigning NSX Job Codes
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- Factory Installed Features (FIF) MSRP
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- NSX Nomenclature
- NSX Assets & Style Guide
- National Town Hall
- Summary of Requested Actions
Requested Action: Access the NSX configurator prior to the February 25 public launch to familiarize yourself with the platform.

The NSX configurator is a key piece in the NSX experience both for future NSX owners and for those who love the NSX!

In order for your dealership to become familiar with the NSX configurator, Acura will release it to you before it goes live to the public. Please take the time to familiarize yourself with the product so using it with clients is a seamless experience.

Although the configurator was designed to be user-friendly and intuitive, please also view the Configurator Video Tutorial available starting today. Check the iN homepage for a link to the video.

Look for an email from your District Managers and an iN message with a link to the configurator exclusively for Acura dealers prior to Feb. 25.
Production will begin in Spring, 2016, as planned.
Each authorized NSX dealer will receive one coverage unit.
Once every dealership has received their coverage unit (which is anticipated to take several months), Acura will then begin allocating units.
Prioritization of coverage units will be based on dealers’ total projected annual NSX earnings.
To find out your position in the initial coverage, please talk to your District Sales Manager.

Production Strategy During Ramp Up and Coverage Unit Period

- Production will begin in Spring, 2016, as planned.
- Each authorized NSX dealer will receive one coverage unit.
- Once every dealership has received their coverage unit (which is anticipated to take several months), Acura will then begin allocating units.
- Prioritization of coverage units will be based on dealers’ total projected annual NSX earnings.
- To find out your position in the initial coverage, please talk to your District Sales Manager.

Production Considerations:
- The new NSX is an all-new supercar debuting numerous world’s first technologies.
- It will be hand crafted in the all-new, cutting-edge Performance Manufacturing Center in Ohio.
- It is Acura’s first built-to-order vehicle.

With these considerations in mind and understanding Acura’s dedication to building NSX to the highest levels of precision and craftsmanship, the ramp up production schedule will be fluid.
Coverage Units: Production & Communication Plan

Allocation of Initial Coverage Units

• When your dealerships production slot is open during the initial coverage period, Acura will contact you via an iN message to configure and submit your order.
• Dealers will only receive this iN message when their coverage unit slot is available to place an order.
• The anticipated schedule for iN messages notifying dealers of their need to configure and submit their order will be as follows:
  
  February 17
  March 21
  April 18
  May 16

• Once production begins, Acura will provide to all dealers a monthly update on initial coverage completion status so dealers can see progress toward your production slot.
• Acura will inform all dealers when coverage production is complete and allocations will begin.

Acura advises dealers to not communicate specific delivery dates to customers during the initial ramp up – coverage unit period. Acura expects to have normalized production information once the ramp up period is completed.
# NSX Training

**Requested Action:** Ensure your staff have completed required training by Feb. 25.

<table>
<thead>
<tr>
<th>Training</th>
<th>Availability</th>
<th>All Dealer Associates</th>
<th>NSX Sales Specialist</th>
<th>NSX Service Specialist</th>
<th>NSX Certified Technician</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acura Inside: NSX Preview</td>
<td>Shipped to dealers December 2015. Downloadable PDF via: <a href="http://www.acuralaunchtraining.com">www.acuralaunchtraining.com</a></td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>NSX Story Web Based Training</td>
<td>Acura iN: Live 1/21/16</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Connecting w/ NSX Client* Web Based Training</td>
<td>Acura iN: Live 2/3/16</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>BTO- Build To Order Admin Web Based Training</td>
<td>Acura iN: Live 2/1/16</td>
<td>Optional</td>
<td>☑</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>NSX Configurator Web Based Training</td>
<td>Acura iN: Live 2/16/16</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>NSX Features Web Based Training</td>
<td>Acura iN: Live Week of 3/29/16</td>
<td>Optional</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>NSX Weekly E-mail Blog</td>
<td>Direct E-mail: Live Week of 3/1/16</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Acura** Performance Driving School</td>
<td><strong>PMC Event Ohio:</strong> Sessions 5/2/16 – 5/18/16</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>Optional</td>
</tr>
</tbody>
</table>

**NSX Specialists- Sales, Service are required to attend the Acura Performance Driving School.**
Training: The NSX Story

Requested Action: Complete NSX Training Module - *The NSX Story* (SBW003)

- Learn about the supercar segment and the story behind the NSX development

**WHAT DO YOU KNOW ABOUT THE NEW NSX?**

**ACURA**

**PRECISION CRAFTED PERFORMANCE**

...you can feel a quiet thread of commonality singing back to that special car, the first NSX.

...it is ferocious, leaping at corners with steering so tightly wound that you vector the car by palm impulse.
Training: Connecting with the NSX Client

Requested Action: Complete NSX Training Module - Connecting with the NSX Client (SBW002)

Prepare yourself for the supercar client and learn about:

- What they expect
- How they want to be treated
- What do you need to do to be ready for them (walk in clients, configurator demo, etc.)

WHO IS THE CLIENT FOR THE NSX?

- 25-49 years old
- $450K household income

EXPECTATIONS OF THE “1%”

- 77%: Full price, if guaranteed quality and service
- 92%: True craftsmanship
- 76%: Act of purchasing = pleasure of ownership

DELIVERY PREFERENCES

- 84% want zero miles at delivery
- 33% prefer to receive their vehicle at home
- 37% prefer to receive their vehicle in a special receiving room at the dealership
Requested Action: Complete NSX Training Module- *The NSX Build to Order (SBW001)*

Learn how to use Acura’s first Build to Order Admin tool for NSX

- BTO Process Overview
- Processing Dealership Allocations
- Processing Client Orders
Acura is pleased to announce a personalized gift to each confirmed NSX client.
- This gift was a recent enhancement intended to surprise and delight NSX Clients.
- Details on Acura’s client gift will be included in NSX Launch Playbook Issue #3.

With this recent enhancement:
- The BTO web-based training (WBT) shows reporting Customer Information optional and it is currently not a required field.
- For Acura to personalize your client’s gift, it’s important that you provide the client’s contact information in the BTO Admin Tool as shown in the section highlighted below.

**Requested Action:** Complete the NSX client information field in the BTO system.
Training: The NSX Configurator

Requested Action: Complete NSX Training Module - The NSX Configurator (SBW005)

Learn how to use the NSX Configurator with clients to build, visualize, and save custom builds.

- Select Factory Installed Features
- Save and Send Configurations to an NSX Retailer
- Share NSX configurations via social media

Configurator Video Tutorial: 2/16/16
WBT Available: 2/25/16
Training: Acura Performance Driving School

Requested Action: Plan to attend the Performance Driving School May 2-18

NSX Dealers are required to send NSX Sales Specialists* and Service Specialists to the Acura Performance Driving School. Specialists from each dealership should attend as a team.

Event Details:
- Location - Columbus, OH
- Day 1 - Travel & evening reception
- Day 2 - PMC tour, classroom, and Acura line up drive featuring sedans and NSX

Required Attendees:
- NSX Sales Specialist*
- NSX Service Specialist

Optional Attendees:
Dealer Principal, Dealer Manager, Approved Executive Manager or NSX technician. One optional seat per dealership.

Cost:
Acura will cover the cost of the training, evening reception and meals while at the performance driving school. The dealership will be responsible for transportation and lodging cost.

Additional details at the time of participant registration

*NOTE: Dealers with over 1,000 new Acura sales per year must send 2 NSX Sales Specialists
Assign NSX Job Codes on iN

Requested Action: Assign NSX Sales Specialist Job Code (SBN NSXS) by 2/29/16

Dealer iN Administrators must assign the NSX Sales Specialist job code (SBN NSXS) for those associates who will handle NSX sales transactions.

NSX Sales Specialists are allowed multiple job roles (e.g. Sales Consultant, Sales Manager GSM, GM).

The NSX Sales Specialist job code is required for registration to attend the Acura Performance Driving School.

Note: This is a required action in addition to designating your NSX specialists in the contact section of iN.
NSX Dealership Contacts on Acura.com

Requested Action: Designate your NSX Sales Specialist, Service Specialist and NSX Technician in the System Admin section of iN. This information will appear on the NSX configurator on Acura.com beginning 2/25.

Consumer leads will be captured on the configurator. Lead process outlined on next slide.
Requested Action: Ensure your dealership has a process to handle NSX leads. Leads will begin arriving 2/25.

NSX Leads will contain two unique items when compared to other vehicle leads:

- **FIF information** – Found in the accessory portion of the lead
- **Preferred Client Contact Time** – Morning, Afternoon, Evening, Anytime

NSX Consultation request will have a unique lead source code (NSX Consultation Req) so your dealership can identify it as an NSX lead.

Handle the lead according to your dealership’s NSX lead management process.
FIF MSRP

Requested Action: Review the MSRP information below for FIF options and look for an iN message on 2/25 with complete NSX dealer invoice and margin structure. (Note: Only authorized dealership personnel will receive pricing detail on 2/25.)

<table>
<thead>
<tr>
<th>STANDARD EQUIPMENT</th>
<th>FACTORY OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Cloth Headliner</td>
<td>Black Alcantara Headliner $1,300.00</td>
</tr>
<tr>
<td>Black Brake Caliper</td>
<td>Carbon Ceramic Rotors with Silver Brake Calipers $10,600.00</td>
</tr>
<tr>
<td>Body Color Rear</td>
<td>Carbon Ceramic Rotors with Black Brake Calipers $9,900.00</td>
</tr>
<tr>
<td>Signature Interior Package</td>
<td>Carbon Ceramic Rotors with Red Brake Calipers $10,600.00</td>
</tr>
<tr>
<td>Exterior Sport Package</td>
<td>Carbon Fiber Rear Decklid Spoiler $3,000.00</td>
</tr>
<tr>
<td>Black Aluminum Roof, (with SiriusXM antenna)</td>
<td>Carbon Fiber Engine Cover $3,600.00</td>
</tr>
<tr>
<td>Leather and Alcantara Manual Seats</td>
<td>Carbon Fiber Exterior Sport Package $9,000.00</td>
</tr>
<tr>
<td>Premium Audio</td>
<td>Carbon Fiber Interior Sport Package $2,900.00</td>
</tr>
<tr>
<td>Signature Y-Spoke Wheels</td>
<td>Carbon Fiber Roof $6,000.00</td>
</tr>
<tr>
<td></td>
<td>Carbon Fiber Roof with SiriusXM Radio $6,000.00</td>
</tr>
<tr>
<td></td>
<td>Semi-Aniline Leather and Alcantara Power Sport Seats $1,500.00</td>
</tr>
<tr>
<td></td>
<td>Semi-Aniline Full Leather Power Sport Seats $2,500.00</td>
</tr>
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<td></td>
<td>ELS Studio Audio and Technology Package $2,800.00</td>
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<tr>
<td></td>
<td>ELS Studio Audio and Technology Package with SiriusXM Radio $3,300.00</td>
</tr>
<tr>
<td></td>
<td>Exclusive Interwoven Wheels (Machined) $1,500.00</td>
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<tr>
<td></td>
<td>Exclusive Interwoven Wheels (Painted) $1,500.00</td>
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<td>Exclusive Interwoven Wheels (Polished) $1,500.00</td>
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<tr>
<td></td>
<td>Color Up-Charge for Metallic Paint (G-544M, NH-837M) $700.00</td>
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<td>Color Up-Charge for Pearl Paint (NH-839P) $700.00</td>
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<td></td>
<td>Color Up-Charge for Andaro Pearl Paint (B-605P, R-556P) $6,000.00</td>
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</tbody>
</table>

**NSX Exterior Color Names and Price**

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valencia Red Pearl</td>
<td>$6,000</td>
</tr>
<tr>
<td>Nouvelle Blue Pearl</td>
<td>$6,000</td>
</tr>
<tr>
<td>Casino White Pearl</td>
<td>$700</td>
</tr>
<tr>
<td>Source Silver Metallic</td>
<td>$700</td>
</tr>
<tr>
<td>Nord Gray Metallic</td>
<td>$700</td>
</tr>
<tr>
<td>Curva Red</td>
<td>$ -</td>
</tr>
<tr>
<td>130R White</td>
<td>$ -</td>
</tr>
<tr>
<td>Berlina Black</td>
<td>$ -</td>
</tr>
</tbody>
</table>
Service Preparation

Requested Action: Complete NSX web based training and prerequisites for in person technical training.

- **Service Self Study Modules** available:
  - The NSX Story (WBW0002)
  - Connecting with NSX Client (WBW0003)

These self study modules are available for all dealership staff to take and are required for job codes:
- 0010 - Service Manager
- 0012 - Service Consultant
- 0030 - Technician

*Please ensure these modules are completed prior to May 1st*

- **10 NSX technical training modules launched** February 16th and are required to be completed by your NSX technician, prior to attending the 1st training event.

- NSX Technician training will be held March 2nd through April 15th at the Western Training Center in Torrance, CA.

- Acura will cover the cost of breakfast, lunch, shuttle to and from the hotel to the Western Training Center and cost of NSX uniform patches. The dealership will be responsible for transportation and lodging cost.

- Service Manager will need to **assign their NSX technician in Gold Star** beginning February 16th.
NSX Assets & Style Guide

Requested Action: Visit AdBuilder to review available NSX assets and become familiar with the information contained within the NSX Style Guide book available 2/17.

NSX Assets
Dealers can download official NSX assets, including logos, from AdBuilder. Driving footage available upon request.

NSX Style Guide
On AdBuilder, dealers can download the NSX Style Guide for detailed guidelines to help you build communications for the NSX. The Style Guide covers:

- Brand Voice and Tone
- Logo Usage
- Photography
- Trademark Colors
- Other Design Elements

Please contact your Zone’s Mullen Regional Account Director with questions.
National Acura Town Hall

Mark your calendars to attend a special Acura 30th Anniversary National Town Hall Meeting: 
March 16 – 17th 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!
NSX Exclusive Nomenclature

Requested Action: Review and be familiar with NSX-specific terms

• **BTO** = Build To Order System. This is where the dealership will place the order to AHM.

• **Configurator / Configuration** = On line system on which the customer can build & Configure their NSX and save it for sharing with an Acura Dealer, Social Media, etc. This does NOT place an order.

• **FIF** = Factory Installed Features, options clients can add to customize their NSX.

• **APC** = Acura Performance Console, Showroom display case that houses interactive configurator monitor, paint, leather/material samples and exclusive NSX merchandise.

• **Pods** = Color and fabric samples that are housed in the APC. The pods should be used to help clients feel and see key NSX materials and colors.

• **WBT** = Web Based Training, various training courses that are available on line.

• **PMC** = Performance Manufacturing Center, the new cutting-edge manufacturing plant that produces the NSX, located in Ohio.

• **OLU** = On Line University, web location that houses and hosts electronic training courses.

• **Authorized NSX Retailers** = Acura dealers are authorized sell and service NSX.
Summary of Requested Actions

ongoing  Ensure proper installation and testing of your Acura Performance Console

2/17  Meet with your team to discuss NSX launch and review this playbook

2/20  Designate your NSX specialist in the system admin section of the iN

2/24  Final date to complete required training prior to public configurator launch.

2/24  Final date to ensure your dealership has a process to handle NSX leads prior to public configurator launch.

2/29  Assign NSX Sales Specialist Job Code (SBN NSXS)

3/2  Ensure NSX Technician has completed required NSX technical training modules

3/16-17  Attend the Acura 30th Anniversary National Town Hall Event in Columbus, Ohio

5/2-18  Plan to attend the Performance Driving School
Key Dates

2/17  NSX assets and style guide available on AdBuilder
2/17  Build to Order Admin tool available on iN
2/17  Notification to dealers with February coverage unit orders *(Feb. coverage unit dealers only)*
2/25  February coverage unit order dealers begin submitting orders *(Feb. coverage unit dealers only)*
2/25  Configurator live for the public
2/25  iN Message informing dealers of NSX dealer invoice and margin structure
2/25  Initial training WBTs to be completed in preparation for on sale
2/25  Dealers should have input NSX specialists’ contact information on System Admin on iN
2/25  Dealers begin receiving NSX leads from Acura to their CRM system
2/29  Dealers should have assigned NSX job codes to their NSX specialists
3/4   Deadline for February coverage unit order dealers to submit their order *(Feb. coverage unit dealers only)*
3/16-17 Acura National Town Hall Meeting in Ohio
5/2-18 Acura Performance Driving School in Ohio