Launch Playbook

Issue #5
NSX Launch Playbook #5 Contents

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I am thrilled to share that the NSX has been named *Road and Track* magazine’s 2017 Performance Car of the Year—one of the industry’s most prestigious awards.

When we launched the NSX earlier this year, I said that it represented more than a new supercar from Acura or a halo for our lineup. I said that the NSX was the purest expression of our brand DNA – Precision Crafted Performance.

This award proves that our team is fully capable of delivering on that brand promise. But beyond that, it demonstrates that the NSX is a world-class supercar.

To the entire team at R&D, manufacturing, sales, service and dealerships across the country, who collectively put so much passion into NSX, congratulations on what you have accomplished!

Step by step, let’s continue to work together to design, build, market and sell unique expressions of Acura performance. As a brand, we’re 30 years young, and I couldn’t be more energized and optimistic about our future.

Sincerely,

**Jon Ikeda**
Vice President & General Manager
Acura Division
## Production & Allocation Update

### Shipping Update

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>The Performance Manufacturing Center (PMC) has achieved a production level of 8 units a day.</td>
<td></td>
</tr>
<tr>
<td>As of Thursday, November 17, 2016, Acura has shipped 276 U.S. dealer units from PMC.</td>
<td></td>
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<tr>
<td>There are a total of 171 RDRs to date.</td>
<td></td>
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</tbody>
</table>

### Regular Allocation

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Acura this month began regular allocation of NSX orders.</td>
<td></td>
</tr>
<tr>
<td>As with previous allocations, dealers with an allocated unit will receive an iN message that notes the deadline to submit your configured order.</td>
<td></td>
</tr>
</tbody>
</table>
Delivery Tracking Process

Prior to Shipment: Effective 11/19, Acura is adding ETA for arrival of NSXs to Acura dealers. This information will be available in BTO admin prior to the vehicle being shipped. This ETA information is very conservative. Actual arrivals should come sooner. After the NSX leaves the PMC, the status on BTO admin will change to an instructional message.

Use BTO Admin for Tracking NSX ETA
Delivery Tracking Process

After Shipment: After the NSX leaves the PMC, the status on BTO admin will change to an instructional message.

Display 'Refer to NSX Tracking' instead of ETA dates when status changes to Shipped.

Use BTO Admin for Tracking NSX Order Status
Delivery Tracking Process

1. Use the “NSX Build to Order” tab to access tracking.
2. Select “Tracking.”
3. Your dealerships’ NSXs will appear with shipping dates and ETAs.
4. Real Time tracking will be displayed.
5. Update your Sales Specialist as needed.

Delivery Tracking Proposal (New Fields)

Note: This data is updated directly by Pilot Transport and is viewable on iN only after the truck has left the Distribution Center.
Note: Dealers should NOT use the iN VIN Tracking application for NSX delivery information. iN VIN Tracking information is fed by VTR, which has not been updated for NSX.
VIN and Serial Number Sequencing

As a reminder, in most cases, the VIN and serial number will not be identical.

The VIN denotes the sequence of production for a specific market/country and is reset for each model year change. The VIN structure/sequencing is regulated by the government.

The serial number is a unique number assigned to each vehicle that comes off the line at the Performance Manufacturing Center. It denotes the sequence of total production (all markets) and does not reset for each model year. The serial numbers will be continuous until we end production of this generation of NSX.

VIN

Serial
This slide shows national NSX client preferences for orders received through October.
Cautions during the curing period (first 60 days from vehicle arrival):

**Do not** apply any products with sealing protection such as wax or sealant. These products could prevent solvent out-gassing and hinder the curing process, affecting the paint’s long-term durability.

**Do not** apply any protective and/or decorative wrappings and/or sprays (such as Clear Bra) to any paint surface during the curing period. These products have a similar effect to the sealants mentioned above.

**Do not** park the NSX under trees. Tree sap and bird droppings could cause damage to the paint due to their hardness and acidity. Should either come into contact with painted surfaces, they should be washed off immediately with plenty of water.

**Do not** use detailing clay. During the curing period, you may polish the exterior paint to remove scratches or marks, but be certain the polishing products do not contain any wax or sealant content.

Please see the Job Aid below, which can be found on IN on Service Information or AcuraLaunchtraining.com.
Tire Options

These are the two approved, optional tires for the NSX, for track and winter use:

- **Pirelli P Zero Trofeo R**
- **Pirelli Winter Sottozero 3**

To order, go to www.Acuratires.com or call Tire Rack at 877-327-8473

### Tire Options Table

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>P/N</th>
<th>WT. (lb.)</th>
<th>Install Time</th>
<th>NSX</th>
<th>DN</th>
<th>SRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tires:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental Sport Contact (245/35ZR19 93Y)</td>
<td>42751-CTL-023</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental Sport Contact (305/30Z20 103Y)</td>
<td>42751-CTL-024</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pirelli Summer Tire (FR), P Zero Trofeo R (245/35ZR19 93Y)X</td>
<td>42751-PIR-001</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pirelli Summer Tire (FR), P Zero Trofeo R (305/30Z20 103Y)X</td>
<td>42751-PIR-002</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michelin Winter Tire (FR), Pilot Alpin PA4 (245/35R19 93W)X</td>
<td>42751-MIC-896</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michelin Winter Tire (RR), Pilot Alpin PA4 (305/30R20 103W)X</td>
<td>42751-MIC-897</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pirelli Winter Tire (FR), SottoZero 3 245/35R19(93W)X</td>
<td>42751-PIR-800</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pirelli Winter Tire (FR), SottoZero 3 305/30R20 (103W)X</td>
<td>42751-PIR-801</td>
<td>TireRack.com</td>
<td>●</td>
<td>TireRack.com</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
As a reminder, the available summer tire is for driving in “summer” conditions meaning dry and warm road surfaces. These tires are not appropriate for cold and/or wet weather driving environments.

Please remind your clients accordingly.
Acura’s NSX Collision Repair approach is a 2-tiered strategy:

- **Non-structural** performed at authorized body shops connected to Acura NSX sales and service dealers
- **Structural** performed at an exclusive Performance Refresh Center in Marysville, Ohio.

The NSX dealer should be the single point of contact for all service & repair issues, including damage repair. For any type of collision concern, dealers should contact the 2 dedicated NSX specialists (see right) who will be the ‘air traffic’ controllers through the entire process.

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**Two Level Repair Network**

**DAMAGE SEVERITY**

- total loss
- structural damage
- panel / bumper replacement – bolt-on
- dings & dents
- paint scratch or abrasion

**STRUCTURAL – EXCLUSIVELY AT PMC**

*Industry exclusive - structural repairs performed at the Performance Refresh Center in Marysville, Ohio*

**NON-STRUCTURAL – AT NSX CERTIFIED**

*Non-structural repairs performed at authorized NSX body shop network affiliated with NSX sales and service dealers*

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**All NSX sales and service dealers should:**

1. Review the Service, Parts and Accounting Bulletins on NSX collision.
2. Have your NSX service specialist and NSX technician complete the iN self study training on NSX damage analysis (HNU04E01).
### Configurator Software Update

**Web Access**
Dealers can now change the web-surfing permissions on the NSX configurator to enable users to access acura.com. The direct result of dealer feedback, this update will allow users to use the configurator to conduct build and price actions for all Acura models.

**Power Conservation and Performance**
The PC unit is designed to power off at 11:00 pm per your time zone every night in an effort to save energy and prolong the life of the equipment. It also keeps the PC fresh for the best client experience.

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**Ask your District Sales Manager for these resources:**
- Guide for changing the web-surfing permissions
- Guide for how to add a printer to your configurator
- Guide for how to have the PC start up automatically in the morning
Media Coverage

- NSX sentiment continues to trend positive, leading the way among all Acura models and effectively boosting the brand’s image.
- *Road & Track* named NSX the 2017 *Performance Car of the Year*, one of the most sought-after awards handed down by a respected group of enthusiast journalists.
  - “Acura NSX is definitely primus inter pares, the belle of the ball.”
  - “The Acura feels more evolved than the [Porsche] 918 in so many ways.”
  - “The most universally acclaimed vehicle in PCOTY history.”
- An accompanying story, “Labor Pains,” detailed the second generation NSX’s development in more detail than previously published.
- Business Insider said the NSX “radically reset our expectations of what a supercar could be.”
- Motor Authority gave the NSX a win in a comparison test with the laudable Audi R8.
- Excitement for NSX GT3 competition in IMSA WeatherTech and Pirelli World Challenge continues to climb. Acura developed a unique SEMA exhibit connecting the NSX GT3 to the core Acura lineup at SEMA, using the opportunity to announce our driver lineup.
Merchandise

- Shop NSX Merchandise at www.NSXCollection.com

- Use Dealer Code NSX2017DP for 25% off

- To order, call (847) 412-6600 ex. 669 or email clairH@corp-imaging.com
This slide shows national NSX client preferences for orders received as of October 31, 2016.

<table>
<thead>
<tr>
<th>Accessory Item</th>
<th>Order Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illuminated Door Sill</td>
<td>57%</td>
</tr>
<tr>
<td>Battery Charger</td>
<td>62%</td>
</tr>
<tr>
<td>Cargo Net</td>
<td>52%</td>
</tr>
<tr>
<td>Carpet Mat Set</td>
<td>59%</td>
</tr>
<tr>
<td>Car Cover</td>
<td>37%</td>
</tr>
<tr>
<td>19” Wheel</td>
<td>8%</td>
</tr>
<tr>
<td>20” Wheel</td>
<td>8%</td>
</tr>
<tr>
<td>Wheel Locks</td>
<td>49%</td>
</tr>
</tbody>
</table>
Accessories

New Track Inspired Accessories Added to Lineup:

<table>
<thead>
<tr>
<th>Appearance Items</th>
<th>Function Items</th>
<th>Protection Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>19&quot; Wheel – Carbon Fiber &amp; Machine</td>
<td>Battery Charger</td>
<td>Car Cover</td>
</tr>
<tr>
<td>20&quot; Wheel – Carbon Fiber &amp; Machine</td>
<td>Cargo Net</td>
<td>Wheel Locks</td>
</tr>
<tr>
<td>Illuminated Door Sill – Carbon Fiber</td>
<td>19&quot; Wheel – Lightweight</td>
<td>FR Bumper Protection Film</td>
</tr>
<tr>
<td>Carpet Mat, Floor &amp; Trunk</td>
<td>20&quot; Wheel – Lightweight</td>
<td>Tire Tote Kit</td>
</tr>
<tr>
<td>19&quot;/20&quot; Summer Tire – Pirelli*</td>
<td></td>
<td>*Recommended Tires</td>
</tr>
<tr>
<td>19&quot;/20&quot; Winter Tire – Pirelli*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Accessory Battery Charger with Carbon Fiber Wheel

Track Inspired Accessories (available Dec. 2016)

FR Bumper Protection Films

Tire Storage Totes

Lightweight Wheels & Tires

14 accessories are available for clients to accessorize their NSX
NSX INSIDER EXPERIENCE

FIELD AND DEALER INTRODUCTION
NSX Insider Experience

Beginning January 9, 2017, new owners of the all-new Acura NSX have the opportunity to gain access into the Ohio production facilities where their NSX is brought to life. NSX Insider Experience is a private VIP personalized experience designed for and available only to new NSX owners who purchase their car from an authorized Acura dealership.

A ONE-ON-ONE EXPERIENCE
While in Ohio, guests are hosted by their own personal NSX product specialist tour guide who will usher them through their experience while educating, enlightening and entertaining them along the way. In addition, guests will enjoy the exclusive use of a new MDX during their stay.

THE (TOUR) EXPERIENCE
A personal product specialist guide will lead guests through different aspects of the Acura brand via five tour options in four locations:

(1) Honda Heritage Center (included in all tour packages)
(2) Performance Manufacturing Center (included in all tour packages)
(3) Acura Proving Grounds (TRC) Dynamic Experience (2 and 4 hour options)
(4) Anna Engine Plant (2 hour option)
NSX Insider Experience

The hub for all information about the experience, including the facilities, tour packages and optional concierge services such as travel, lodging, transportation, dining and entertainment can be found at:

NSXInsiderExperience.com

Not only does this serve as an information portal but is also where new NSX owners select and register their tour preferences.

Initially, it will be promoted via digital and direct mail communications only to new Acura NSX owners that have already or will take delivery by December 31, 2016. On February 6, 2017 a button will be added to the NSX.Acura.com website that will allow all viewers to visit and explore the site.

NSX INSIDER TOUR REGISTRATION
Within the website, there is a tab at the top of the site called “New NSX Owners Book Your Experience Here” that invites new NSX owners to register and validate their NSX status.

A Unique ID is provided to new NSX owners when they order and/or purchase their car from you, a certified Acura NSX dealer. It can be found in the BTO Admin Tool. We will cross-reference this number with that provided by the NSX owner in the registration process.

Once the owner submits their tour preferences and is validated, a dedicated NSX Insider Experience Concierge will communicate with them through a series of emails and/or phone calls—whichever the owner prefers. This dialogue will continue up to the point and time when the owner departs to Ohio for their experience.
Client Brochures: Acura will provide printed tri-fold informational brochures for your dealership. We recommend that these brochures be given only to new NSX owners as this program is exclusive to them and the allotment of brochures per dealer will be commensurate with the number of projected NSX owner prospects. The brochure and program explanation can be included in the sales documentation process when the NSX purchase is secured and the Unique ID is provided. It will direct owners to NSXInsiderExperience.com to learn more and register for the experience.
NSX Insider Experience

Ohio Guest Experience
While in Ohio, guests are encouraged to stay at Columbus’ chic boutique luxury hotel, Le Meridien Columbus, The Joseph, where special room rates have been negotiated as well as custom NSX room appointments.

- Custom-printed NSX Room Keys
- Personalized Welcome Note
- Snack & Acura-branded Water Amenity
- NSX Throw Pillow & Acura Bed Sash (for display)
- Welcome Night Dinner ($100 Gift Card)

In addition to securing the tours for the owners and a personalized, premium hotel experience, we also offer turnkey services including air and ground transportation, dining and entertainment options.

Your Role
To become familiar with the program, please visit NSXInsiderExperience.com and explore the site. During the purchase process, provide your clients with:

- Dealer Name
- Dealer Number
- Unique ID
- Brochure
Summary of Requested Actions

- Keep your NSX client informed of their NSX ETA by checking on the BTO Admin Tool.
- Track your NSX order via the Build to Order application on iN.
- Check iN for information regarding the acceptance due date and configuration lock date for your allocated vehicle.
- Review the Service, Parts and Accounting Bulletins on NSX collision and have your NSX service specialist and NSX technician complete the iN self study training on NSX damage analysis (HNU04E01).
- Ensure your NSX Technician and NSX Specialist(s) have completed all required training.
- Update NSX Sales Specialist Job Code (SBN NSXS) and system admin contact information on iN should your NSX Specialist change.
- Update your NSX configurator software to access acura.com.
- Order NSX merchandise for your store.
- Order NSX accessories to create the best possible presentation on your showroom floor.
- Ensure your tire messaging is consistent with Tire Rack and summer tires are being used under summer conditions.
- Become familiar with the NSX Insider Experience and promote it to your clients who have taken delivery or are waiting for their NSX to be built.
Thank you.