

*A CAR IS NOT A LABEL.*



*A car is an orchestration of thousands of complex,  
moving and synchronizing parts.  
It should be more than a fashion accessory.  
More than a status symbol in the form of a badge.  
Nowhere is this more true than in an Acura.  
Because a car, especially a luxury car, should be  
one of substance.*

*GET THE STORY  
BEHIND THE  
STORY.*

*Wherever you see a button  
or icon like the ones below,  
additional content exists  
containing more information  
on the featured technology.  
To experience it, simply click  
and enjoy.*

WATCH  
THE  
VIDEO



1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>LEGEND</b> The world's first Japanese luxury-brand vehicle.	<b>INTEGRA</b> Integra available in 3- or 5-door hatchback.	<b>INTEGRA</b> Winner of the IMSA International Sedan Series Manufacturer's Championship.	<b>LEGEND</b> First Acura with a standard driver's airbag.	<b>INTEGRA</b> Second-generation Integra introduced.	<b>NSX</b> The first all-aluminum sports car, and first use of VTEC technology.	<b>VICOR</b> First 5-cylinder engine from Acura.	<b>LEGEND</b> Best-selling luxury import, sixth year in a row.	<b>LEGEND</b> First 6-speed manual transmission offered in an Acura.	<b>TL</b> First generation of midsize sport sedan introduced.	<b>RL</b> First vehicle with in-dash satellite-limited navigation.	<b>CL</b> First luxury import brand to assemble vehicles in the U.S.	<b>INTEGRA</b> RealTime Racing wins SCCA World Challenge Touring two Championships.	<b>TL</b> First Acura with dual-stage driver and passenger side airbags.	<b>INTEGRA TYPE-R</b> The 195-hp "Ultimate Integra" sold in limited numbers.	<b>MDX</b> First luxury SUV with 3rd-row seating.	<b>RSX</b> Introduction of i-VTEC technology.	<b>TSX</b> Premium sport sedan launches.	<b>TL</b> First vehicle to offer Bluetooth wireless technology.	<b>RL</b> First vehicle to offer SH-AWD and XM NavTraffic.	<b>RDX</b> First Variable Flow Turbo-charged engine from Acura.	<b>MDX</b> First Acura with Active Damper System and tuning at Nürburgring.	<b>TSX</b> Redesigned TSX debuts at New York Auto Show.	<b>TL</b> First brand with across-the-brand NHTSA 5-star crash safety ratings.*	<b>ZDX</b> First vehicle from Acura's new design studio in California.	<b>TSX SPORT WAGON</b> The first sport wagon offered by Acura.

**LOOKING BACK AT 25 YEARS OF LOOKING FORWARD.**

*When we launched the Acura Legend in 1986, its very existence constituted a first. In the years since, we've never stopped innovating. As we enter our second quarter-century, we continue to build on what we've learned, as well as search for new breakthroughs. Because when you're building the next generation of luxury vehicles, you don't stick with the status quo – you advance.*



CLICK TO VIEW A MODEL BROCHURE:



SAFETY

Advanced Compatibility  
Engineering™ Body Structure

WATCH  
THE  
VIDEO

**A LOGO CANNOT SAVE YOUR LIFE.**

*Of all the feelings that driving a luxury vehicle elicits, a sense of security is the most important. It's why we incorporate safety into virtually every aspect of design. The chassis of every Acura features an Advanced Compatibility Engineering (ACE®) body structure. Unlike competitive designs that just absorb frontal crash energy, ACE uses a network of structural elements to help redirect crash energy around the cabin and away from you.*

COMFORT

Active Damper System

WATCH  
THE  
VIDEO

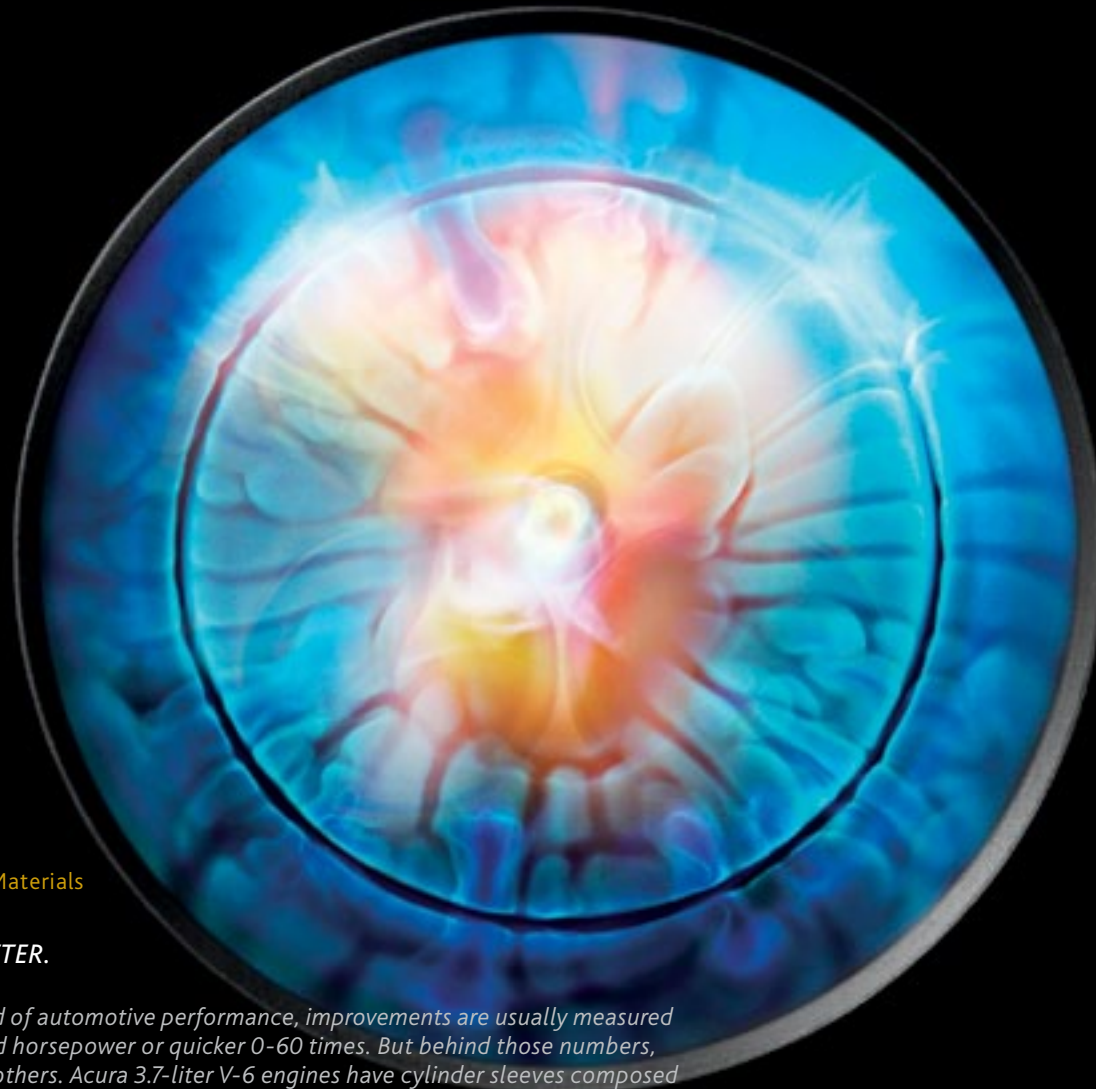
***SUBSTANCE IN THE FORM OF  
A MAGNETO-RHEOLOGICAL  
SUBSTANCE.***

*This is innovation at the molecular level. A liquid that instantly thickens in the presence of an electromagnetic charge, creating the intricate shape you see here.*

*Inside the Acura Active Damper System, it responds by increasing resistance, changing the vehicle's ride quality from smooth and luxurious to tight and sporty in as little as 5 milliseconds.*

*The system continuously monitors road conditions and driver input, giving you greater control and more responsive handling.*

CLICK TO VIEW A MODEL BROCHURE:



PERFORMANCE

Advanced Materials

WATCH  
THE  
VIDEO

**.0001 BETTER.**

*In the world of automotive performance, improvements are usually measured in increased horsepower or quicker 0-60 times. But behind those numbers, you'll find others. Acura 3.7-liter V-6 engines have cylinder sleeves composed of a silicon-embedded aluminum alloy. Engineered to stay cooler, this helps maintain a tolerance between the sleeves and the pistons that can be as little as nearly zero millimeters wide. Translation: more power is put to use. Along with systems like VTEC® valve management, it's one of the measures we employ to help our engines perform beyond their displacement.*

CLICK TO VIEW A MODEL BROCHURE:



QUALITY

Laser Parts Verification



**A SINGLE PART, BROKEN DOWN INTO 1,000,000 PARTS.**

*Imagine that every pushpin used to create this work of art was an inspection point. This still vastly underrepresents the amount of scrutiny it can take to verify even a single part. Using lasers accurate to within the width of a human hair, technicians compare auto parts to their CAD-file counterparts at up to 1,000,000 points to ensure precision. This attention to detail results in the tightest fit possible, helping our vehicles perform better and last longer.*

PERFORMANCE

Super Handling All-Wheel Drive

WATCH  
THE  
VIDEO

**TO SEE HOW SUPER HANDLING  
ALL-WHEEL DRIVE™ WORKS,  
TOGGLE LEFT AND RIGHT.**

*Unlike most competitive all-wheel-drive systems that simply transfer power between the front and the rear wheels, SH-AWD® also directs rear power from side to side. Take a turn, and up to 100% of available rear power is sent to the outside wheel, which is also rotated slightly faster. The combination of these forces literally pushes the vehicle through the curve, giving you a level of handling prowess unmatched by conventional all-wheel drive.*



CLICK TO VIEW A MODEL BROCHURE:



PERFORMANCE

Nürburgring Testing

WATCH  
THE  
VIDEO

**ANYONE CAN MAKE  
A CLAIM. YOU GO TO  
NÜRBURGRING TO  
MAKE A STATEMENT.**

*13 miles. 170 curves. Zero room for error. Known simply as the "Ring" to driving enthusiasts, the Nürburgring Nordschleife circuit in Germany is considered the toughest natural road course in the world. It's not a place you'd expect to find a vehicle that seats seven. In developing the driving characteristics of the MDX, we spent weeks there honing the vehicle's suspension, brakes and steering. So when we call the MDX a driver's SUV, it's something we went to considerable lengths to back up.*

CLICK TO VIEW A MODEL BROCHURE:



TECHNOLOGY

Information Systems

WATCH  
THE  
VIDEO

### A DRIVER. A CAR. A SATELLITE. A DATABASE. A CONVERSATION.

As the world becomes an ever-increasing web of connectivity, an Acura is engineered to be the ultimate link. Voice recognition gives you control over the Bluetooth® HandsfreeLink,<sup>2</sup> Navigation System<sup>3</sup> and, with Song by Voice® technology, the music on the vehicle's hard disk drive or a USB-connected iPod.<sup>4</sup>

A blind spot information system (BSI) scans adjacent lanes and warns if it detects a vehicle that could be out of the driver's field of vision.\*

AcuraLink® keeps you abreast of what various automotive systems are up to as well as the current driving conditions with XM NavTraffic® and NavWeather.™<sup>5</sup> GPS-linked climate control tracks the position of the sun and it maintains temperature settings accordingly. It's all designed to keep you informed, entertained and comfortable.†

\*The system is not a substitute for your own visual assessment before changing lanes; system accuracy will vary based on weather, size of object and speed. †Some features require available Technology or Advance Package.

CLICK TO VIEW A MODEL BROCHURE:



#### TECHNOLOGY

#### Active Sound Control



#### **OUR SPEAKERS CAN CREATE AN INTERESTING SOUND. SILENCE.**

*Most speakers only create sound. Ours can also take it away. Active Sound Control in the ZDX, RL and TSX V-6 uses microphones to constantly monitor engine noise.*

*When unwanted noise is detected, opposing frequencies are broadcast through the speakers to eliminate it, literally fighting sound with sound. It even works when the vehicle's audio system is turned off. The result is dramatically reduced engine noise for a quieter, more comfortable cabin.*

TECHNOLOGY

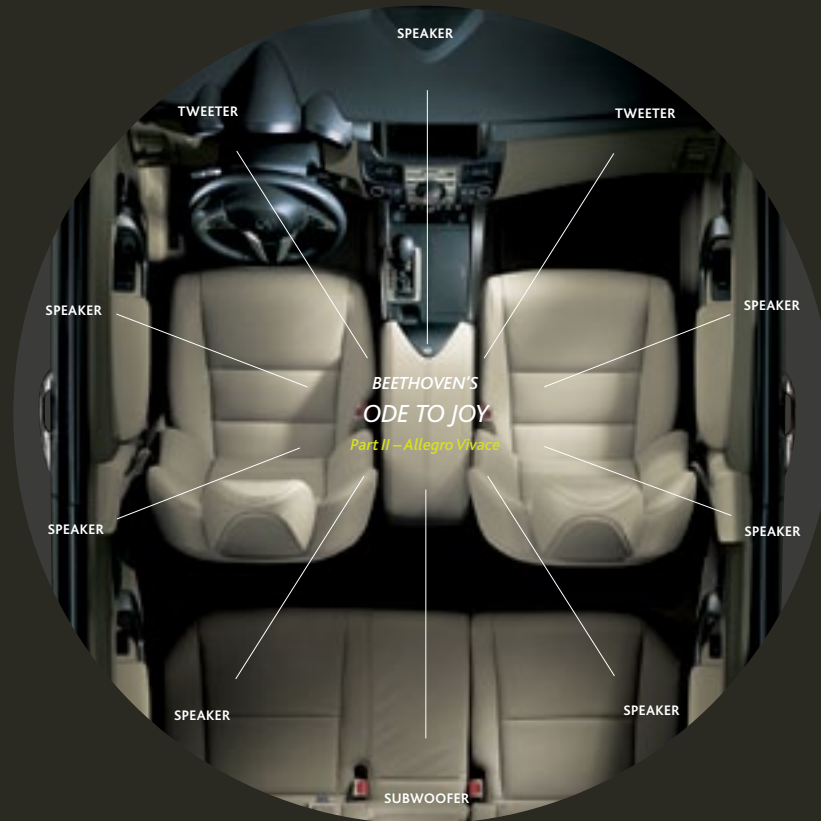
Acura/ELS Surround®  
Premium Audio System

WATCH  
THE  
VIDEO

**AN AUDIO SYSTEM  
IS NOT A CAR PART.**

*For tuning engines, transmissions and suspension systems, we rely on automotive engineers. When we set out to create a world-class audio system, we looked for expertise elsewhere. Six-time GRAMMY® Award-winning recording engineer Elliot Scheiner was an obvious choice.*

*Working with our engineers, Scheiner helped create the Acura/ELS Surround Premium Audio System\*, and then precisely tuned the 5.1 system to take advantage of the unique sound field created by each vehicle's cabin. The result is music that matches the depth and nuance of the original studio recording.*



\*ELS Surround Audio System included with Technology Package on ZDX, MDX, TL, TSX and RDX. RDX shown with available Technology Package.

SAFETY

Collision Mitigation Braking System

WATCH  
THE  
VIDEO

**SAFETY IS MORE THAN  
20 SYSTEMS DESIGNED  
TO LOOK OUT FOR YOU.  
SOME, QUITE LITERALLY.**

*It never hurts to have an extra eye on the road. The available Collision Mitigation Braking System™ (CMBS™) on the RL, MDX and ZDX is designed to do just that, alerting you of a possible collision and helping to lessen its impact.*

*Along with systems like Vehicle Stability Assist™ (VSA®), Brake Assist and Electronic Brake Distribution (EBD), it's proof that keeping you out of harm's way has always been one of our top priorities.*



A DRIVER IS MOMENTARILY DISTRACTED.

A POTENTIAL COLLISION IS DETECTED.

AUDIO AND VISUAL ALERTS WARN THE DRIVER.

SEAT BELT TUGS TO FURTHER ALERT DRIVER.

BRAKES APPLY LIGHT PRESSURE.

SEAT BELT TIGHTENS, STRONG BRAKING ENSUES.\*

\*Depending on the circumstances, CMBS may not go through all of the alert stages before initiating the last stage (of collision mitigation).

CLICK TO VIEW A MODEL BROCHURE:



CRAFTSMANSHIP

Hand-Worked Materials

WATCH  
THE  
VIDEO

**TECHNOLOGY HAS TAUGHT US WHEN NOT TO USE TECHNOLOGY.**

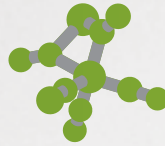
*There are times when the most sophisticated equipment known to man, is man. So even in this era of automation, it still takes more than 1,400 people to assemble an Acura. Whether it's stretching the leather around a piece of the dash or sanding sheet metal prior to painting, there are still numerous times when the recognition of a human eye, and the skill of a human hand, are required to meet the level of precision we demand of every vehicle.*



Tri-level railway cars used to transport vehicles saved 125,481 gallons of diesel fuel in 2009.



Distribution of parts in a diesel-electric hybrid truck reduces CO<sub>2</sub> emissions by 15% compared to conventional tractor trailers.



In 2009, CO<sub>2</sub> emissions were reduced by 3,970 metric tons at two Acura plants.



More than 90% of the RDX parts are made from recyclable materials.



Efficiently utilized shipping crates used for parts distribution save over 704 metric tons of CO<sub>2</sub> emissions per year.



Total water used for manufacturing reduced by 128 million gallons in 2010.



All Acura vehicles have been 90% recyclable since 2004.



Repairing and recycling manufacturing pallets kept 136,350 of them out of landfills in 2010.



Receiving our first ULEV rating in 2001, now every Acura is recognized as an ultra-low emissions vehicle.



A parts consolidation center at the Marysville plant reduces CO<sub>2</sub> emissions from parts transportation by 90 metric tons per year.



In 2009, the Marysville plant earned the EPA's ENERGY STAR for superior energy efficiency.



Landfill waste from manufacturing activity reduced by 65% from the previous year.



Corrugated packaging materials were reduced by nearly 1.5 million pounds in the last two years.



"Intelligent" paint booths reduce CO<sub>2</sub> emissions from painting operations by as much as 25%.



All Acura manufacturing plants will achieve zero waste-to-landfill by April 2011.



Alliston and Marysville plants saved more than 840,000 cubic meters of natural gas in 2009.



Reduced use of packaging materials saved more than 635,000 pounds of wood in 2009.

## ENVIRONMENT

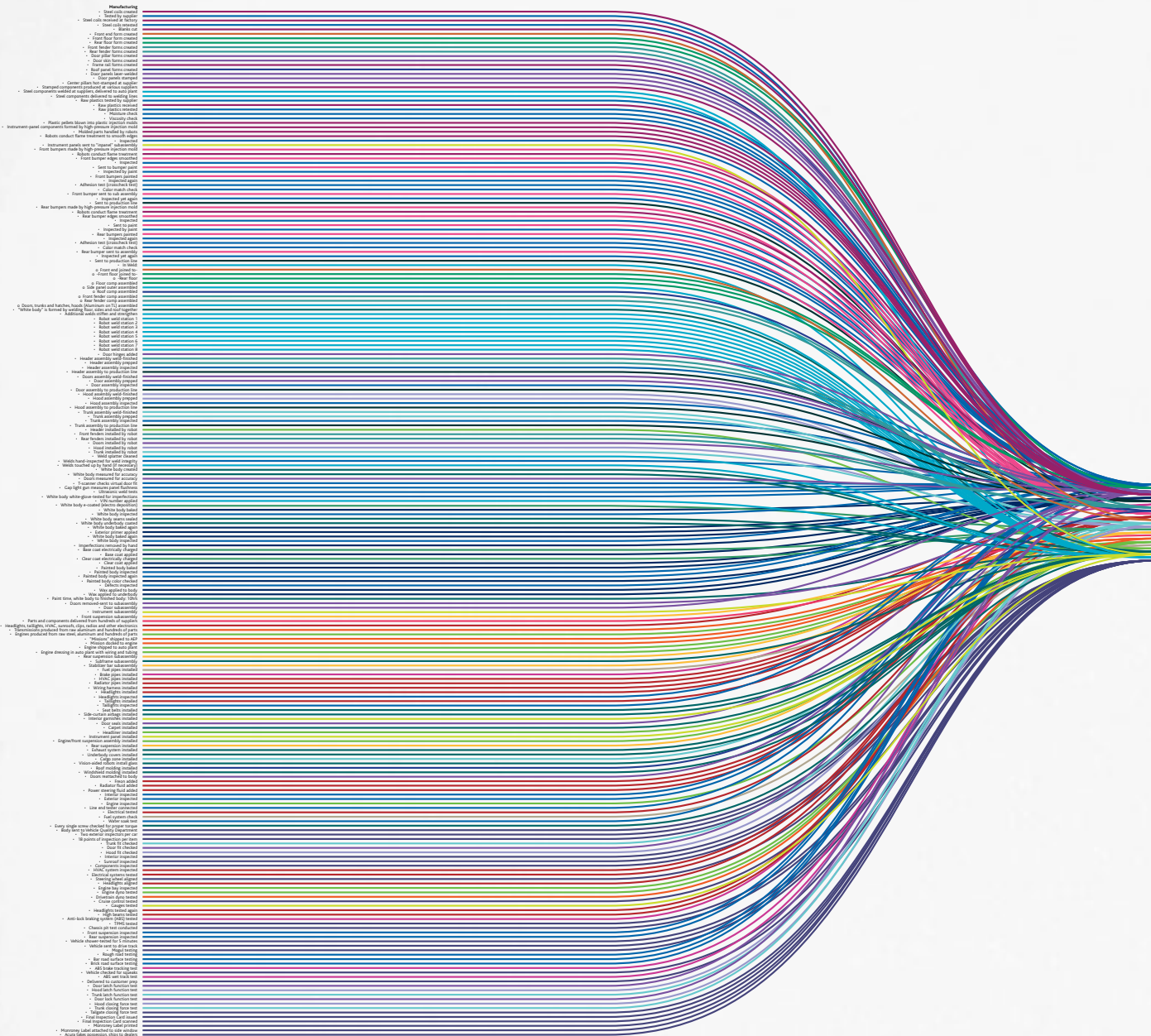
### Waste and Pollution Reduction



### ***SUBSTANCE AS DEFINED AS A DESIRE TO LEAVE LESS SUBSTANCE BEHIND.***

*A program to recycle manufacturing pallets is never going to be a top news item. But that doesn't mean it isn't worth doing. While just about every car company is trying to burnish their "green" credentials, Acura has spent the last decade changing the way we make our vehicles, drastically reducing the amount of waste and pollutants. When it comes to managing our environmental impact, we're always looking for more ways to do less.*

CLICK TO VIEW A MODEL BROCHURE:



**THOUSANDS OF STEPS.  
ONE DIRECTION.**



*Just as an Acura is a perfectly synchronized orchestration of parts, so too is the process by which it is made. And as complex as this chart appears, it is merely the last stage in that process.*

*Before the first roll of sheet metal enters the factory, our engineers are working with our designers to ensure their ideas survive. For example, the TL designers felt the thin strips of metal that extend above the taillights were crucial components in giving the vehicle its aggressive looks. To make them a reality, the engineers had to invent a new kind of conveyor belt, one that wouldn't deform the parts as they cooled. Similar measures throughout the manufacturing process help ensure that every Acura is everything we say it is.*

ACURA BRAND BROCHURE

2011 ZDX

2011 MDX

2011 RDX

2011 RL

2012 TL

2011 TSX

PLEASE MAKE A SELECTION.



2011 ACURA BRAND

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