



ACURA

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For Immediate Release

Acura ILX Wins 2013 Motorists Choice Awards from IntelliChoice and AutoPacific

ILX wins premium segment Youthful and Cosmopolitan category awards

TORRANCE, Calif., Nov. 27, 2013 – The Acura ILX luxury sports sedan has earned two 2013 Motorists Choice Awards from IntelliChoice and AutoPacific for the premium market segment in the Youthful and Cosmopolitan categories. IntelliChoice and AutoPacific define the “Youthful” vehicle as one that “makes you feel young when you own it,” while “Cosmopolitan” is defined as a vehicle that “provides prestige or quiet refuge within a city setting.”

“The ILX is positioned as the gateway to the Acura lineup, so winning the Motorists Choice award for the Youthful category is just one more indication we are hitting the Generation Y target,” says Jeff Conrad, Vice President and General Manager of Acura.

With its high quality and well-appointed interior, ILX is smart, spacious and sporty. It offers numerous features important to young luxury buyers, including a Keyless Access System with smart entry and push-button start, Pandora® interface and SMS text message function for easy connectivity, Bluetooth® HandsFreeLink®, and a power moonroof.

The 2014 Acura ILX further increased value on a luxury scale with eight new standard features to enhance its curb appeal, interior comfort and overall driving enjoyment. This includes upgraded 17-inch alloy wheels, new leather seating surfaces and leatherette door liners, an eight-way power driver's seat, heated front seats and a Multi-Angle Rearview Camera. The ride experience is further enhanced by a new audio-system subwoofer and an Active Noise Cancellation (ANC) system that are standard features on the 2014 ILX.

Also available on ILX is the AcuraLink™ Satellite Communication System, Acura Navigation System with Voice Recognition™, AcuraLink Real Time Weather™ with radar image

maps and HomeLink.

IntelliChoice and AutoPacific pick vehicles that deliver a combination of high consumer satisfaction and lower-than-expected ownership costs over time. Each year, AutoPacific performs an owner satisfaction survey in the U.S. that solicits consumer feedback from new vehicle buyers. From these data, AutoPacific compares overall buyer satisfaction between individual models and vehicle classes and announces its annual Vehicle Satisfaction Awards based on the findings.

About Acura

Acura offers a full line of technologically advanced performance luxury vehicles through a network of 275 dealers within the United States. The Acura lineup features six distinctive models including the RLX luxury flagship sedan, the TL performance luxury sedan, the TSX Sport Wagon and sedan, the ILX compact luxury sedan, the RDX luxury crossover SUV, and the all-new MDX luxury sport utility vehicle.

For More Information

Consumer information is available at acura.com/ModelLanding.aspx?model=ILX. To join the Acura community on Facebook, visit www.facebook.com/Acura. Additional media information including detailed pricing features and high-resolution photography of the 2014 Acura ILX is available at hondanews.com/channels/acura-automobiles-ilx.

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