



Finishing First!



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A Newsletter by Colin Sato

Volume 2, Issue 3

Performance & Luxury: The All New Acura TL-X



The excitement surrounding any new car introduction is contagious! Work on an all new design begins years before the car debuts. The manufacturer decides what features the new design will need to be a success in the marketplace and tries to endow their new creation with as much as they can and still keep the price on target.

A show car is built out of clay, and taken to Auto Shows around the world to judge the public reaction to the concept car. In many cases these concept cars are just styling studies with wheels too large to be practical, and headlights too low for federal regulations. But these cars do serve a purpose, they allow designers and engineers to get valuable feedback that will assist with the final design.

The months preceding the formal introduction has the automotive press ripe with rumors and speculation. Wild horsepower claims and overly optimistic pricing are commonplace, as are styling and feature errors. So here I am, several months before the formal introduction in September and I'm fanning the speculation flames!

The original TL was the first Acura to use our alpha-numeric naming system, and this will continue with the 1999 TL-X (the car should shed its "X" designation when it enters production). Speaking of production, this will be the second Acura designed and built in America. With CL and TL production combined, over half of all Acuras will be made in the country that buys them. We



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Mahalo



Thank you for all your support!

Colin A. Sato

Senior Sales / Lease Consultant

TLC Academy Graduate

Once again I'd like to take the time to **thank all of you** who have allowed me to be a part of one of your single largest purchases. I hope you're all pleased with your new cars, and that we have been able to meet and exceed your expectations.

Please remember, if you have any concerns or problems you can contact me at 942-4555, or on my cellular 255-1255. I'm also on-line and my e-mail address is csato@hawaii.rr.com.

Thanks to all of you who sent in your Acura New Owner Surveys, these are very important to me because they are my "report cards" to management. If you have one that you haven't filled out yet, or simply forgot to mail in, bring it by the store and we'll exchange it for a free tank of gas for your trouble.

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|------------------|-------------------|-----------------|------------------|
| Frank Atherton | William Jones | Chris Mitthauer | Robert Serrao |
| Todd Bradley | Scott Kai | Sandy Mochida | Frank Smith |
| Thomas Ching | Dan Kehoe | John Morris | Amy Terada |
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| Carl Cook III | Isaac Krasnjansky | Rafael Pedro | Murry Towill |
| John Edwards | Gary Kwock | Thomas Praetzel | Deric Valoroso |
| Ronald Gates Sr. | Richard Leung | Betsy Rohde | Bryan Wong |
| Wesley Hakoda | Joann Martin | Michael Samfong | Lai Lin Wong |
| Walter Hitaka | Kay Matsukawa | Taryn Schuman | Marlene Yamasaki |
| Al Itamoto | Robert Miller | Rieko Sentai | |

TL-X: Performance and Luxury

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will even make a right-hand-drive model for export to Europe and Japan!

As you can see from these pictures of the show car, this new Acura will be a stunning design. If you have seen the CL series of luxury coupes, you may see some familiar styling cues. The sharply raked windshield and rear window give the TL-X an aggressive stance that should really stand out in a crowd. Be prepared to be noticed!

For Hawaii, there is only one trim level, and that's fully loaded! This means the car will be standard with leather, A/C, AM/ FM CD, cruise control, traction control, and an alarm system with keyless entry. For 1999 **all Acuras** are standard with anti-lock brakes, 4-Wheel disc brakes, dual air bags, a moonroof, and our double wishbone suspensions. Our cars have more standard equipment than any other brand!



As far as technical specifications go, many of the details are still confidential, even to us. The best rumors are reported on the Internet and this is what I've managed to get so far. The items below are still not confirmed so don't hold me to it.



Engine: The New TL-X will use a larger version of the 3.0 CL VTEC 6-Cylinder. It will get a displacement increase to 3.2 Liters and probably a horsepower boost to the 220-230 range, and run on regular gasoline.

Styling: The pictures of the show car you see here are going to be a 99.99 % accurate view of what the final car will look like. The most noteworthy exterior change is likely to be 16" alloy wheels will replace the custom 18" wheels shown in the picture. Like the Integra and the NSX, the new TL-X will sport projector beam headlights to give better illumination down the road.

Interior: Like all Acuras the interior will combine award winning ergonomics with luxurious comfort. There are lots of thoughtful touches throughout, for example the Bose music system will have volume controls on the steering wheel like the RL and CL. This will be a performance sedan, so Acura has included our "Sport Shift" Automatic Transmission, which will allow manual selection of the gears without a clutch! A power trunk release and accessory 12 volt outlet may see production.

I realize this only gives you a small teaser of our future plans, but at least you don't have to wait long, the scheduled release date for

Acura News

- ☞ It should be noted that since the TL-X is on the way, the 2.5 TLs we have in stock are being closed out, and to assist us, Acura has set up very special lease rates on the current model! Lease interest rates are quoted as a "money factor" but if you convert this to a standard APR, you will see approximately 1/4 % to 3.9% APR depending on term! You'll want to check these out while we still have a good selection of colors.
- ☞ Don't forget about our continuing Acura Loyalty Programs. For existing or previous Acura owners, we have a special incentive for you. For a limited time Acura is offering \$1,000.00 towards the purchase or lease of a new RL, TL or CL! The money is added to your down payment or drive-off, so you can keep an extra \$1,000.00 in **your** bank account.
- ☞ Don't forget about our Pflueger Acura Referral Program. If you will assist us in spreading the word about our quality cars and service, we will reward you with a check for \$100.00. Our program works like this: 1) Please let me know in advance you know someone who is in the market for a new or used car. 2) Please make sure they ask for me, so we can set up a time to get together. 3) If we can match them up with the right car, then everybody wins! For those of you who know me well, or have done business with me in the past, you know that I'll treat your friends or family politely, and with respect. I'll never pressure someone to "buy today", and I always try to make it a fun and exciting experience. That's a promise!