

For Immediate Release

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NORM REEVES ACURA OF MISSION VIEJO CELEBRATES OPENING OF STATE-OF-THE-ART, 70,000 SQUARE-FOOT FACILITY

MISSION VIEJO, Calif. (May 6, 2008) -- On Monday, May 5, 2008, Norm Reeves Acura of Mission Viejo re-opened its doors to an all-new, state-of-the-art facility. Located on the grounds of the original facility at 28802 Marguerite Parkway in Mission Viejo, the dealership sits on a boulevard that is home to many of South Orange County's luxury automotive dealerships.

The new facility reflects Acura's latest corporate image and will play a vital role in Acura's quest to regain a greater presence in the luxury vehicle market. Acura is serious about its intent to become a true, "tier one" luxury brand within the next few years.

Just under 70,000 square feet, the new facility consists of a first level showroom, sales offices, customer lounge areas, parts center, parts boutique, service reception canopy, and a new vehicle delivery area.

Norm Reeves Acura of Mission Viejo's Service Department features 26 service stalls, tech area, two wet stalls and a separate, four-stall detail area. Additionally, it is the first Acura dealership on the West Coast equipped and prepared to deliver Acura's brand new "Accelerated Service."

"Today's busy lifestyle means our clients have less time to spend getting their cars serviced," says Mark McKellop, General Manager, Norm Reeves Acura of Mission Viejo. "This is where Accelerated Service will be of benefit to save our clients valuable time. We will be able to perform minor services and routine maintenance while customers wait."

McKellop further went on to say, "Timing is ideal" for re-opening a state-of-the-art facility. "The future of Acura is incredibly bright, the all-new 2009 Acura TSX just arrived on April 24," said

McKellop. “Not far behind is the redesigned 2009 Acura RL, followed by the all-new 2009 Acura TL in the fall. Coupled with this effort from Acura to cater to a more discerning crowd will be the future launch of three additional vehicle models, taking the current line-up from five models to eight.”

Acura will also enter the alternate fuel sector with their “Clean Diesel” Turbo 4-cylinder i-DTEC engine in a 2009 model, to be named later.

Open seven days a week, Norm Reeves Acura of Mission Viejo is located at 28802 Marguerite Parkway along the 5 Freeway just south of Avery Parkway.

For more information, visit: www.normreevesacuramv.com

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