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**Contact:**  
**Dick Hsu, Tustin Acura 714.669.9900**  
**Wendy Barbour, 310.798.1649**  
[wendy.barbour@yahoo.com](mailto:wendy.barbour@yahoo.com)

## **2009 Acura TL Premieres at Tustin Acura**

**TUSTIN, CA (October 20, 2008)** –The most powerful and technologically advanced Acura ever built, the all-new 2009 Acura TL, was formally introduced to Orange County on a specially arranged launch event on Thursday, October 2 at DCH Tustin Acura.

The Acura TL was driven through the glass doors of the Tustin Acura showroom to a round of applause from special guests attending the event. Among the distinguished guests were the Mayor of Tustin, Jerry Amante, and Acura's Vice President and Division Chief, Jeff Conrad. The Mayor praised the Tustin Acura dealership for its dedicated service and economic contribution to the Tustin community for the past 22 years. Congressman John Campbell, a former car dealer himself, also added his congratulatory remarks through his Deputy Director Chris Palmer, in addition to the certificates of recognition provided by Orange County State Legislators Todd Spitzer, Dick Ackerman, Chuck Devore, and Mimi Walters. A slate of the Tustin Chamber of Commerce board members was also present for the ribbon-cutting ceremony and acknowledgment of Tustin Acura, one of its oldest contributing members.

Unfazed by the economic turmoil, Jeff Conrad assured the audience that Acura has its plan in place to elevate the brand up one notch to the tier-one level within the next five years. "America is resilient. When this financial storm dies down – which I'm sure it will, just like all others we have experienced before – Acura will be in the position to offer the consumer an additional choice for a luxury automobile beyond Mercedes, BMW and Lexus," remarked Conrad. "Acura is well known for its precision craftsmanship and value. We want to expand our market reach to bring in five more additional model lines to our current five. That's the promise we made to the Acura dealers a few months ago. Now I want to share it with the public." Conrad also added his congratulations to the Tustin dealership for earning Acura's highest award for customer satisfaction – the Dealership of Distinction – five times in the last seven years.

Yet another highlight of the evening was the presentation of the J. D. Power and Associates 2008 Dealer of Excellence award to Tustin Acura. Steve Carroll, Executive Vice President of J.D. Power, told participants that, "only a handful of dealerships across the country have earned this special award in recognition of the level of customer care performed by the dealership. To its credit, Tustin Acura has earned this honor for the last

five consecutive years.” In receiving this award, the General Manager Dick Hsu of Tustin Acura stated, “it really takes a total team effort and focus on taking care of our customers’ needs in every aspect of our business before and after the sale. I want to thank the entire Tustin Acura Team for their dedication to their job and to our common goals.”

The Chief Operating Officer for DCH Auto Group Western Region, T.Y. Lai, took the opportunity of the special event to announce the launch of DCH’s new charity campaign to promote teen safe driving. “Car accidents are the number one cause of injury and death among teens in this country,” Lai said. “As a corporate citizen, DCH Auto Group wants to take on this challenge and make contribution to reducing the risk of teen driving through education. We will be working with the schools, parents and students in the coming months. The formal campaign launch will be held at the Automotive Driving Museum in El Segundo on Oct 21, 2008.”

**About DCH Tustin Acura**

Located in the popular Tustin Auto Center in central Orange County, DCH Tustin Acura is a five-time recipient of Acura's highest dealership honor, the Precision Team Dealership of Distinction Award. The dealership is also a five-time recipient of the Dealer of Excellence Award from J. D. Power and Associates, a well-known global marketing information services firm. DCH Tustin Acura is the only auto dealership on the West Coast that has won this dual honor. For more information, visit [www.dchtustinacura.com](http://www.dchtustinacura.com).

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