

# 2014 North American International Auto Show Introductions from Acura, Lexus, Subaru and Michelin are Driven by Performance

**KBB.com's Micah Muzio reveals track ready Lexus, athlete inspired Acura, performance flagship from Subaru and the newest Michelin tire**

DETROIT, Jan. 27, 2014 /[PRNewswire](#)/ -- **LEXUS RC F**

Giving new meaning to "back to the grind," the daily commute is now transformed into a day at the track with the all-new Lexus RC F. The RC F coupe is styled to support the most powerful V8 performance car ever developed by Lexus.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/64639-kelley-blue-book-kbb-naias-2014-north-american-international-auto-show>

(Logo: <http://photos.prnewswire.com/prnh/20140127/MM47562LOGO> )

Based on the spectacular all-new RC coupe that was revealed at the Tokyo Motor Show last November, the RC F has wider wheels and tires, an active rear wing, air scoops, cooling ducts and available carbon fiber components, each delivering uncompromising grit to the driving experience.

## **2105 ACURA TLX PROTOTYPE**

Acura unveiled the 2015 Acura TLX Prototype showcasing the design and performance direction for the all-new 2015 TLX performance-luxury sedan launching mid-year at Acura dealerships nationwide. The TLX was developed around the theme "*Red Carpet Athlete*" to deliver a compelling blend of luxury refinement and sports-sedan athleticism, with exhilarating performance enhanced by next-generation Acura powertrain and dynamic handling technologies. The TLX will join the ILX compact luxury sedan and the RLX luxury performance sedan as the third vehicle in Acura's sedan lineup.

"The Acura TLX Prototype is a precursor of some amazing things we have in store for our Acura sedan customers," said Mike Accavitti, senior vice president, American Honda Motor, Co., Inc. "As you would expect from an Acura, this completely new model will offer innovative technologies that break down the barriers between the driver and the machine to deliver a more intuitive, connected and personal driving experience."

## **2015 SUBARU WRX STI**

Subaru of America, Inc. introduced the all-new 2015 WRX STI, Subaru's iconic performance flagship model. Subaru will offer a WRX STI Launch Edition, limited to 1,000 units and exclusively featuring WR Blue paint and gold BBS® forged alloy wheels and unique interior trim.

Powered by the legendary 305-horsepower 2.5-liter turbocharged BOXER engine, the 2015 WRX STI debuts a new four-door wide-body design, built on a stiffer chassis for even greater handling agility and precision. The WRX STI provides a rally-bred drivetrain and all-wheel drive handling that is unique to this model. Handling is enhanced with a stiffer chassis, firmer springs and faster steering (13.0:1 ratio). New for the 2015 WRX STI, Active Torque Vectoring joins an arsenal of the model's proven handling technologies that includes Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive, Multi-Mode Vehicle Dynamics Control, and a Brembo® Performance Brake System with Super Sport ABS.

**MICHELIN® Premier™ A/S tire**

Michelin introduced the MICHELIN® Premier™ A/S tire with revolutionary new EverGrip™ technology, which provides drivers with exceptional levels of safety even as their tires wear down. Even when worn, the MICHELIN Premier A/S with EverGrip™ technology stops shorter on wet roads than the leading competitors' brand new tires<sup>1</sup>.

Available this spring, the [MICHELIN® Premier™ A/S](#) tire combines hidden grooves that emerge as the tire wears down, expanding rain grooves that widen over time to continue to evacuate water and a unique rubber compound for increased wet grip.

"The MICHELIN Premier A/S tire represents a significant breakthrough in automotive safety," said Scott Clark, chief operating officer of Michelin North America's passenger and light truck tire division. "With our truly revolutionary advancements in tire technology, we are able to directly address the effects of tire wear on traction and have been able to break the traditional paradigm."

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/64639-kelley-blue-book-kbb-naias-2014-north-american-international-auto-show>

SOURCE Kelley Blue Book

For further information: Brenna Robinson, 949-267-4781, berobinson@kbb.com