

# MDX

## Sport Hybrid Launch Playbook

March 2017



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Dear Dealer,

The 2017 MDX Sport Hybrid is here and it's the ultimate MDX. This vehicle provides the most powerful, refined, sophisticated and technologically advanced Acura SUV for everyday driving, but make no mistake – it's no everyday vehicle.

Coming off its fifth straight year of sales over 50k units, the MDX is the best-selling three-row luxury SUV of all-time...and now we're delivering this model in a first-ever hybrid. This is the vehicle your customers have been looking for: an SUV that looks good, feels good...and does good.

[It looks good.](#)

It has the sleek, sophisticated styling of the new Acura design direction, inspired by the Acura Precision Concept.

[It feels good.](#)

With 31 more total system horsepower over the standard MDX, the MDX Sport Hybrid delivers a superb blend of performance, handling, and ride quality; it features three electric motors, electric torque vectoring and Acura's innovative three-motor Sport Hybrid Super Handling-All Wheel Drive™ (SH-AWD™) system...ground-breaking technology first offered in the RLX Sport Hybrid and more recently, the NSX supercar.

[It does good.](#)

It's nearly 45% more fuel efficient in the city and more than 28% more fuel efficient combined over the conventional AWD model, based on EPA fuel economy ratings.

The 2017 MDX Sport Hybrid will be arriving at your dealership in April. Read through this playbook, take advantage of all the available support, and get ready to place the 2017 MDX Sport Hybrid front and center in your showroom.

Sincerely,

Jon Ikeda  
Vice President and General Manager  
Acura Division

**“This is the vehicle your customers have been looking for: an SUV that looks good, feels good...and does good.”**



# Vehicle Highlights

- The MDX Sport Hybrid applies a variation of Acura's 3-motor Sport Hybrid Super Handling All-Wheel Drive™ (SH-AWD®) system from the NSX in Acura's first-ever hybrid SUV.
- The MDX Sport Hybrid takes full advantage of the immediate torque supplied by three electric motors, along with electric torque vectoring, to expand dynamic performance and improve fuel efficiency – with no sacrifice to interior space or cargo volume.
- The MDX Sport Hybrid's active dampers deliver a superb blend of handling performance and ride quality. Like the NSX, active damper settings are controlled by the Integrated Dynamics System through four distinct modes – Comfort, Normal, Sport and Sport+.
- Based on applicable EPA fuel economy ratings, the MDX Sport Hybrid is nearly 45% more fuel-efficient in the city and more than 28% more fuel-efficient combined over the conventional AWD model, with associated fuel savings using EPA methodology of \$450 per year (Tech) and \$350 per year (Advance) (26/27/27 vs 18/26/21).
- At a premium of only \$1,500 over the conventional MDX SH-AWD, the MDX Sport Hybrid makes Acura's signature 3-motor Sport Hybrid system tremendously accessible, and represents a value relative to competitive hybrid SUVs.
- The MDX Sport Hybrid was created to meet the needs of customers seeking a sophisticated ride and everyday driving performance and optimized it for refinement and efficiency. Acura doesn't recommend towing with the MDX Sport Hybrid. Fewer than 8% of customers in this segment do any towing. We have a non-hybrid MDX in the lineup to meet the needs of these customers.

# New Features

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Three-motor Sport Hybrid SH-AWD® powertrain

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3.0-liter, SOHC i-VTEC V-6 engine

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7-speed dual-clutch transmission (7DCT)

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4-mode Integrated Dynamics System with SPORT+ mode

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Active Dampers

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Electric Servo Brake System

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Exclusive interior trim

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Body-color lower side sills and front/rear skid garnishes

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SH-AWD® badge on rear and Hybrid badges on front fenders

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# Trim Packages

## TECHNOLOGY PACKAGE INCLUDES: (Adding to or replacing standard features)

Acura Navigation System<sup>10</sup> with 3D View, HD Traffic™ and Traffic Rerouting™

Acura/ELS Studio<sup>®32</sup> Premium Audio System with 10 Speakers, Song By Voice<sup>®</sup>

HD Radio<sup>®</sup>

Voice Recognition System for Navigation, Audio, Climate Control, and Bluetooth<sup>®11</sup> Handsfreelink<sup>®</sup>

AcuraLink<sup>®</sup> The Next Generation<sup>70</sup>

Remote Engine Start

Blind Spot Information System<sup>20</sup>

Rear Cross Traffic Monitor

20-inch Aluminum-Alloy Wheels

Rain-Sensing Windshield Wipers

Power Folding Side Mirrors with LED Puddle Lights

Color Multi-Information Display (MID) with Turn-By-Turn Guidance

Rear Door Smart Key Entry

## ADVANCE PACKAGE INCLUDES: (Adding to or replacing Technology Package features)

Perforated Milano Perforated Leather Seating and Trim with Contrast Stitching and Piping

2nd Row Captain's Chairs with center console (without Entertainment Package only)

Natural Wood Trim

Heated Steering Wheel

Surround-View Camera System

LED Fog Lights

Idle Stop

Heated Rear Seats

2nd Row Sunshades

Roof Rails

Auto Dimming Side Mirrors

Front and Rear Parking Sensors

# Pricing

To obtain pricing, log in to the Interactive Network (iN) and open the message titled “2017 Acura MDX Sport Hybrid Dealer Pricing Guide.”



To view the updated Acura Pricing and Allowance schedule reflecting the newly released 2017 MDX Sport Hybrid model, go to **Executive Management > Vehicle Pricing**.



## 2017 Sales Plan

MDX Total 61,000 units  
Sport Hybrid 1,700 units

- MDX Sport Hybrid production has begun at Honda Manufacturing of Alabama (HMA).
- March and April production will be for dealer coverage units.
- Coverage units will begin arriving at dealerships the middle of April.
- All coverage units will be Advance trim.
- First regular allocation will be in APEX #69 scheduled for release on March 27.
- MDX Sport Hybrid residual values have been posted on iN.



# Sales Training

## Sport Hybrid Web Based Training and Video Series featuring MDX

Available on the Acura Learning Center late April

- The performance DNA of NSX is aligned to the Sport Hybrid line up - **RLX & MDX**
- Training highlights the Acura halo performance technology- **Super Handling All Wheel Drive Sport Hybrid**
- With a focus on the dynamic advantages of MDX Sport Hybrid - **Increased HP, Electric AWD with Immediate Torque response, 7DCT, Active Dampers, and Sport+ mode**, which balances performance and fuel efficiency



## Performance DNA





# Marketing

## Strategic Approach

### OUR PROMISE

The Acura MDX delivers Precision Crafted Performance

### OUR POINT OF VIEW

Acura puts more performance in the driver's hands

### OUR PRODUCT

The MY17 MDX provides drivers greater command of whatever road they're on. The Sport Hybrid variant applies Acura's innovative Sport Hybrid Super Handling All-Wheel Drive (SH-AWD) system from the NSX where 3 motors work in unison with the conventional engine to deliver zero delay acceleration.

### OUR MESSAGE

Behind the wheel of the new 2017 Acura MDX Sport Hybrid you'll experience instant response and handling precision.

# Marketing

## Target Audience

### Passionate Living

Live life to the fullest and aren't willing to forgo their exciting lifestyle for other obligations.

They want a vehicle for themselves as well as their families. While they want increased versatility to fit their family's needs, they still put themselves – and performance – first.

Their lifestyle requires an SUV. Their personality demands performance in a vehicle that looks beyond conventional ways to deliver it.



INCOME  
\$175K+ HHI



CHILDREN  
50% HAVE 2 OR MORE

# Marketing

## Creative Assets

Available on AdBuilder in April

OBJECTIVE: Leverage MDX Sport Hybrid system to highlight the soul of Acura performance which gives instant response and handling precision.

- Broadcast Television: Updating MDX "Retail" :30 TV, :23/:07
- Online Video: Updating MDX "Performance" :15 OLV, :13/:02
- Print, 2x
- Digital Banners, 2x

### HEADLINES:

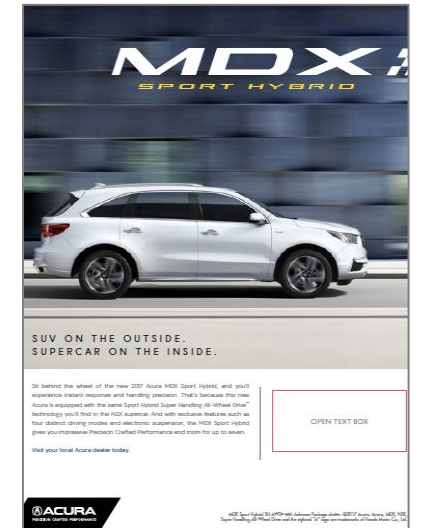
- Supercar DNA
- Supercar Technology
- The Supercar Utility Vehicle



"Performance" :15 OLV



"Retail" :30 TV



Print



Digital Banners



# Marketing

## Key Product Messages

+28%  
overall mpg rating



+31 HP  
(total system power)

+45%  
city mpg rating

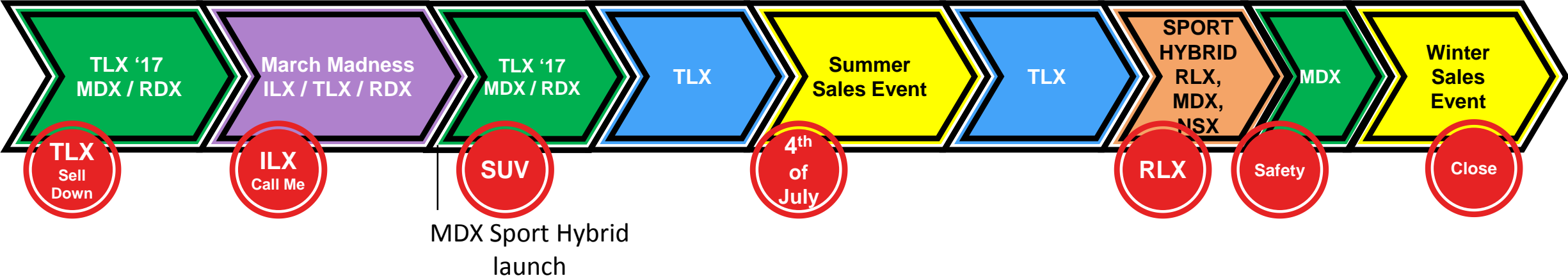
Sport Hybrid-AWD

# Marketing

## 2017 Marketing Calendar

National Rotation 50% TLX, 40% MDX (Conventional), 10% MDX Sport Hybrid

1 Q ' 1 7			C Y 2 0 1 7								
1 Q ' 1 7			2 Q ' 1 7			3 Q ' 1 7			4 Q ' 1 7		
JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC





# Marketing

## April Media

Most Acura models will receive some support, but the focus will be on TLX and MDX through national TV, digital, and the NCAA Championship game on 4/3. We will also provide initial support for the launch of the new MDX Sport Hybrid model.

NSX will have coverage through the *Better Call Saul* partnership, and RDX will be supported through addressable TV media.

		April'17				
		27	3	10	17	24
CABLE TELEVISION (A25-49)		TLX SELL DOWN (50%) + MDX (50%)				
	National Cable		TLX + MDX			
	Sundance TV	TLX SELL DOWN		MDX		
LATE NIGHT			TLX + MDX			
VOD			TLX + MDX			
ADDRESSABLE TV			TLX SELL DOWN		RDX	
SPORTS TELEVISION (A25-49)						
	ESPN NBA Regular Season/Playoffs		TLX/MDX			
	CBS NCAA/March Madness	TLX + MDX				
	ESPN Tournament Challenge	TLX + MDX				
BRANDED CONTENT						
	Integrated Partnerships			Bette	Call Saul - NSX	
ONLINE VIDEO			TLX + MDX			
DIGITAL						
	ESPN Digital Commitment	TLX 50%/RDX 25%/ILX 25%				
	BCS + Mr.Robot (Digital & Social)			Bette	Call Saul - NSX	
	Ad Serving	TBD				
IN-MARKET DIGITAL						
	Display/Mobile Retention	ALL MODELS				
	Audience Targeting	ALL MODELS				
SOCIAL						
	Social - Launch/Amplification	TBD				
	Social In-Market Targeting (eCRM)	MDX, RDX, ILX TLX				
SEARCH (Brand/Retail GM Search)						
		ALL MODELS				
MULTICULTURAL DIGITAL (Hispanic/Chinese)						
		ALL MODELS				

TLX Supplemental Period

# Marketing

## April Media

April media also provides a baseline of premium video through national TV as well as Online Video supporting **TLX/MDX/MDX Hybrid**. MDX Hybrid also has in-market retention support through 3<sup>rd</sup> Party Auto sites. Search is deployed to reach auto intenders and our best prospects.

01

### PREMIUM VIDEO

Cable TV  
Late Night  
Online Video



02

### IN-MARKET PROSPECTS

Retention of MDX Hybrid pages on 3<sup>rd</sup> Party Auto Sites



03

### FOCUSED SEARCH

Capture shopper interest for MDX Hybrid with search that covers off on active shopper exploration (TBD)



## April'17 Media Flowchart

TLX Supplemental Period

CY 2017						
		April'17				
		27	3	10	17	24
		TLX SELL DOWN (50%) + MDX (50%)				
TELEVISION						
CABLE TELEVISION (A25-49)						
	National Cable*		TLX + MDX			
	Sundance TV	TLX SELL DOWN + MDX				
LATE NIGHT				TLX + MDX		
VOD				TLX + MDX		
INTERACTIVE						
ONLINE VIDEO						
	Upfront OLV (Tier 1 & 2)		TLX + MDX			
IN-MARKET DIGITAL						
	Display/Mobile Retention	ALL MODELS				
	Audience Targeting	ALL MODELS				
SEARCH						
	Brand GM Search	ALL MODELS				
	Retail GM Search	ALL MODELS				

\*Please note there is additional sustain weight for other models during this period that is not represented in the above flowchart. In particular, some sports weight during April (e.g. March Madness) that is supporting TLX, RDX, and ILX. Championship game will feature MDX "Anthem" spot.

# Marketing

## Overall Media Highlights

### CABLE TV:

Cable: Monday, 4/3 – Sunday, 4/16 (AMC, BBC, Bravo, CNN, CBS Sports, Discovery, ESPN, FOOD, FX, Fox News, HGTV, IFC, Nat Geo, TBS, TNT, USA)

Sundance TV: Monday, 3/27 – end of month

### NETWORK TV:

LATE NIGHT: Monday, 4/3 – Sunday, 4/23 (ABC, CBS, NBC)

**ADDRESSABLE TV:** Monday, 4/3 – end of month (Direct TV and Dish)

### SPORTS TV:

ESPN NBA regular season/playoffs: w/o 3/6

CBS NCAA/March Madness: 2x :30s in NCAA Final Four (Saturday, 4/1) + 1x :30 in NCAA Championship (Monday, 4/3)

ESPN Tournament Challenge TV: Monday, 3/27 – Sunday, 4/9

### DIGITAL MEDIA/CROSS PLATFORM:

3PA Support: Retention support to continue on all 3PA sites. Category sponsorship for MDX on TEN

Programmatic cross-device support: Google DBM, AOP, Yahoo Network

Search: Google, Bing, and Yahoo!

# Marketing

## DAA Media

- // DAA Media: to run the last two weeks of every month and throughout Event
- // Maximize “always-on” broadcast strategy for the full year using national/regional/and DAA
- // Team recommends the following priorities for DAA seasonal planning:

	C Y 1 7												C Y 1 8		
	1 7			Q ' 1 7 J A S			4 Q ' 1 7 O N D			1 Q ' 1 8 J F M					
MONTH	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR			
NATIONAL TV CABLE, LT NITE, OLV, SPORTS TV, SPOT TV	TLX Selldown + MDX		TLX MMC	SUMMER SALES EVENT		TLX MMC	EAWD (RLX/MDX/NSX )	WSE		SAFETY (MDX)	RDX SELLOW N				
	TLX + MDX	TLX + RDX	TLX	SSE		SSE	TLX	EAWD (RLX/MDX /NSX)		SAFETY (MDX)	Brand Innovation				
MULTICULTURAL			TLX	TLX											
3 <sup>rd</sup> PARTY & SEARCH	All Models: Always On														
SOCIAL MEDIA	All Models: Always On														
INCENTIVE CYCLE	3/1- 4/3	4/4-5/1	5/2-7/5		7/6-9/5		9/6-10/31		11/1-1/2		1/3-3/31				

DAA MEDIA

EVENT

TLX  
Supplemental



# Marketing

## DAA Recommendation

### MDX SPORT HYBRID

Due to launch production rollout in April, initial media support for MDX Sport Hybrid should be conservative. Ability to ramp up Sport Hybrid creative rotation in later months when inventory is more available.

### TLX SELL DOWN (April):

Priority remains to assist with sell down with new TLX Supplemental window for DAA's. (4/17-4/30).

### ADDITIONAL PRIORITIES AND CONSIDERATIONS:

As a reminder, the last two weeks of the month are most ideal for localized support.

Additional supplemental for WSE/SSE periods will be forthcoming and should be prioritized from a resource standpoint.



# Public Relations

March 27 – 31, 2017

## National Media Launch

- 60 top journalists will join Acura leadership in Seattle, WA to experience the 2017 MDX Hybrid for the first time.
- The event positions the MDX Sport Hybrid as *the most powerful, refined, sophisticated and technologically advanced Acura SUV for everyday driving*.
- Reviews will be published in early April, as cars begin to arrive at dealerships.
- The RLX Sport Hybrid and NSX will be incorporated into the event, to help position Sport Hybrid as a halo Acura technology.
- The [press release](#), a press kit, images, technical information and other support materials will be available on [acuranews.com](#), starting March 15.



U.S. and Japan-based development team members will explain how Sport Hybrid technology adds 31 horsepower over the conventional MDX, with super handling characteristics and a 45% improvement in city fuel economy.



Seattle's picturesque roads complement the MDX Sport Hybrid's style and sporty characteristics.



# Social Media

Starting April 2017

Please share this content from the Acura pages onto your dealer social pages



We'll create social-optimized assets to tout the MDX Sport Hybrid. These assets will be available for your use through:

- AdBuilder Social Publishing
- AdBuilder downloadable section
- Sharing MDX Sport Hybrid posts direct from Acura social pages

# Merchandise

Available Now



MDX T-shirts



MDX Macta Polo  
MDX



MDX RuMe Tote



MDX Performance Cap



Titliest ProV1 Balls 1/2 doz Acura



Acura Nike Air Sport III Bag

Apparel

Accessories

Travel

Golf

Replicas

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– Shop MDX Merchandise at [www.acura.corpmerchandise.com](http://www.acura.corpmerchandise.com)

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– To order, call 800-242-2872 or email at [acura@staples.com](mailto:acura@staples.com)

# Acura Genuine Accessory Marketing

Here are recommended best practices to increase the awareness of the accessory line up for the new MDX Hybrid Model:

- Having an accessorized MDX Sport Hybrid Model on your showroom floor.
- Set up an Automatic Ordering System (AOS) for accessories.
  - Allows dealers to receive accessories prior to or at the same time as their vehicle allocation
  - Set up your Acura MDX Protection Packages on AOS to get the most discount
- Update the sell sheets.
  - Have an accessory sales process in place to show the available listing of MDX Hybrid accessories available



Advance Chrome Running Boards



All Season Mats



20-in Berlina Black Alloy Wheels

# Acura Genuine Accessories




According to Acura's data and using the normal MSRP, for every 17MY MDX sold, on average there were approximately \$689 worth of sold accessories.

Top 10 Most Popular Accessories	
17MY MDX Accessory Item	17MY MDX Order Rate
Cargo Tray	47%
All Season Mat	37%
Splash Guard	27%
Running Boards (combined)	15%
Bodyside Molding	15%
RR Bumper Guard – Metal	13%
Roof Rails	13%
Trailer Hitch*	11%
Remote Eng. Starter	10%
20" Accy Wheel	8%

\*Trailer Hitch is not available on MDX Sport Hybrid models



# Acura Genuine Accessories

Appearance Items (4)	Function Items (9)	Protection Items (15)	Utility Items (11)
20" Wheel – Berlina Black	ATF Cooler	ASM, (1 <sup>st</sup> and 2 <sup>nd</sup> Row)	Cross Bars
20" Wheel – Machine & Paint	Cargo Net	ASM, (3 <sup>rd</sup> Row)	Roof Rails
Illuminated Side Sill, (FR/RR)	Engine Block Heater	Back-Up Sensor Kit	Roof Att, Bike
Illuminated Side Sill, (FR)	First Aid Kit	Body Side Molding	Roof Att, Kayak
	Fog Light	Cargo Cover	Roof Att, Roof Box
	Moonroof Visor	Cargo Liner	Roof Att, Ski
	Remote Engine Starter	Cargo Tray	Roof Att, Snowboard
	Steering Wheel, Heated	Door Edge Film	Roof Att, Surfboard
	Sunshade	Door Edge Guard	Running Boards – Adv. Black
		RR Bumper Guard – Metal	Running Boards – Adv. Chrome
		RR Bumper Applique	Running Boards – Sport Step
		RR Seat Cover	<hr/> Green = new additions to the MDX lineup
		Parking Sensor Kit	
		Splash Guard	
		Wheel Locks	



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