



Acura Previews Performance Electric Vision Design Study at Monterey Car Week

- Acura again makes Monterey Peninsula the place to share its future product vision
- Surprise reveal follows world debut of 2024 ZDX and ZDX Type S

MONTEREY, Calif., Aug. 17, 2023 – Accelerating toward its electrified future, Acura today gave enthusiasts an unexpected sneak peek at its latest Electric Vision during its annual event at the world-famous Monterey Car Week. Created by the Acura Design Studio in Los Angeles, the electrifying design study with thrilling performance proportions; powerfully sculpted, contrast surfacing; and striking neon green lighting signature further explores the future evolution of Precision Crafted Performance design language as the performance brand transitions to a zero-emissions future.

“Our Acura design team in Los Angeles is dreaming up the future of Acura Precision Crafted Performance in the EV era,” said Dave Marek, Acura executive creative director. “This latest expression of an all-electric high-performance model is inspiring everyone in our studio to push the boundaries and we wanted to share the fun with our Acura fans.”



The surprise reveal followed the world debut of the 2024 ZDX and ZDX Type S, the first all-electric Acura performance SUV that will go on sale early next year. Acura's unyielding commitment to delivering on the Precision Crafted Performance brand promise will continue in the electrified future, exemplified by the 2024 ZDX and ZDX Type S. With an estimated 500 horsepower, the ZDX Type S will be the most powerful and quickest accelerating SUV in Acura history.

More details about the all-electric Acura ZDX and ZDX Type S can be found [here](#).

About Acura

Acura is a leading automotive nameplate that delivers Precision Crafted Performance – a commitment to expressive styling, high-performance and innovative engineering, all built on a foundation of quality and reliability. The Acura lineup currently features four distinctive models – the next-gen Integra sport compact, TLX sport sedan, the RDX and MDX sport-utility vehicles, along with high-performance Type S variants. Acura’s first all-electric model will be an SUV, the ZDX and ZDX Type S, and will arrive in 2024. All Acura vehicles sold in America are made in the U.S., using domestic and globally sourced parts.

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