

August 15, 2024

Acura Performance EV Concept Makes Global Debut at Monterey Car Week

- Dramatically styled SUV concept previews the evolution of Acura's performance focused design direction and the brand's next all-electric model
- The new Acura EV will be the first model engineered on an all-new Honda-developed EV Platform, and the first model produced at the new Honda EV Hub in Ohio
- Acura Performance EV Concept will make its public debut at two marque Car Week Events: The Quail, a Motorsports Gathering and Pebble Beach Concours d'Elegance

MONTEREY, Calif., Aug. 15, 2024 — Acura today took a significant step forward in its electrification strategy with the world-debut of the Acura Performance EV Concept, which previews the premium-performance brand's next generation all-electric model. Introduced during Monterey Car Week, one of the world's top gatherings of automotive and motorsports enthusiasts, the Acura concept is an exciting performance SUV developed by the Acura Design Studio in Los Angeles. Scheduled to go into production in late 2025, an all-new Acura model based on the Acura Performance EV Concept will be the first model engineered on the new Honda-developed EV platform and the first EV produced* at the Honda EV Hub in Ohio.

*Using domestic and globally sourced parts



“The Acura Performance EV Concept kicks off the exciting next step in our electrification strategy, showcasing the styling direction of our next all-new, all-electric Acura model that will debut next year,” said Mike Langel, assistant vice president, Acura National Sales. “Building on the just-launched all-electric 2024 Acura ZDX, our next all-electric Acura SUV will continue our focus on delivering Acura clients an exhilarating driving experience in the electrified future.”

The Acura Performance EV Concept showcases the performance brand’s vision for its all-electric vehicles of the future, with a vented hood that stretches forward from the A-pillars and prominent side vents carved into its deeply sculpted side surfaces. The concept’s aggressive front fascia draws inspiration from the high-tech form and function of hydrofoil superyachts.

The alluring contrast surfacing, expressive coupe-like silhouette and a teardrop cabin are finished in a captivating “Moonlit White Pearl” paint with a semi-matte finish. In the rear, an upswept decklid, full-width taillight and large diffuser pay homage to the second generation NSX. The sharp and distinctive tail is complemented by “ACURA” splashed across the tailgate in a new font, unique to the performance brand’s electrified vehicles.

“The Acura Performance EV Concept is the archetype of Acura Performance in the electrified era, taking full advantage of the extreme design freedom of stance and proportion offered by our next-generation EV platform to push the boundaries of Acura design even further,” said Dave Marek, Acura Design Executive. “As with our previous Acura concept vehicles, the Acura Performance EV Concept introduces a number of design themes that will be seen on future Acura vehicles.”

The powerful, athletic stance and proportion of the Acura Performance EV Concept is accentuated by its long wheelbase, short overhangs and muscular wheel arches covering massive 23-inch wheels wrapped in wide 295/35R23 performance tires. The sculptural wheel design includes brushed machined edges and a unique spoke pattern with variable spacing to evoke a sense of movement even while still.

All four corners feature drilled high-performance brakes with paint-matched Moonlit White four-piston calipers. Striking neon green Acura scripting on each brake caliper ties back to the Acura Electric Vision Design Study revealed at Monterey Car Week in 2023.

The Acura Performance EV Concept is the fifth Acura concept vehicle displayed at Monterey Car Week during the last 11 years following the NSX Concept (2013), Precision Concept (2016), Type S Concept (2019) and Precision EV Concept (2022).

The Acura Performance EV Concept will make its public debut at The Quail, a Motorsports Gathering on Friday, Aug. 16, with a press event scheduled for 10:36 a.m.

Moreover, the Acura Performance EV Concept will be featured on the Concept Lawn at the prestigious Pebble Beach Concours d’Elegance on Sunday, Aug. 18.

■ Honda EV Hub

Honda is making significant progress in the establishment of the Honda EV Hub in Ohio, which will serve as a roadmap for production of electric vehicles (EVs) in North America. As Honda works toward the start of EV production at the Marysville Auto Plant in late 2025, retooling efforts are well underway, including preparation for vehicle production and in-house assembly of the Intelligent Power Unit (IPU), which houses the EV battery and serves as part of the vehicle platform. Honda has committed to investing at least \$700 million to transform its Marysville Auto Plant, East Liberty Auto Plant and Anna Engine Plant to lead the start of EV production in North America.

“We began production of Acura vehicles in America almost 30 years ago, so we are excited to make an Acura SUV the first EV we build at the Honda EV Hub,” said Mike Fischer, executive chief engineer and leader of the Honda North American BEV Project. “The establishment of the Honda EV Hub represents not only the start of EV production but the complete reimagining of our approach to manufacturing that will establish our global standard for EV production.”

A key component of the Honda EV Hub, construction progress continues at L-H Battery Company, Inc., the more than 2 million square feet joint venture EV battery facility near Jeffersonville, Ohio. Honda and LG Energy Solution have committed to invest \$3.5 billion in the new JV facility, with the overall investment projected to reach \$4.4 billion. The facility is scheduled to be completed by the end of 2024, with an annual capacity of approximately 40GWh.

■ About Acura

Acura is a leading automotive brand committed to delivering expressive styling, innovative engineering and engaging dynamics, all built on the brand’s Precision Crafted Performance DNA. The Acura lineup consists of two sport sedans, the Integra and TLX, and three sport-utility vehicles, the RDX, MDX and all-electric ZDX. A fourth SUV, the ADX, will join the lineup as a new gateway model in 2025. High-performance Type S variants further demonstrate the virtues of Acura Precision Crafted Performance. All Acura vehicles sold in America are made in the U.S., using domestic and globally sourced parts.

More information about Acura is available here: <https://acuranews.com/en-US>.