



Panasonic ideas for life

news

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**NEXT GENERATION ACURA/ELS PREMIUM SURROUND DEBUTS ON 2009  
ACURA TL LUXURY PERFORMANCE SEDAN**

*Improved sound system creates a premium audio experience for vehicle owner with an emphasis on quality, performance, luxury and style*

**NEW YORK (August 18, 2008)** — The 2009 Acura TL<sup>®</sup> features the next generation of the Acura/ELS Surround<sup>®</sup> Premium Audio System, reengineered to offer extended frequency range, lower distortion, enhanced clarity and transparency, and improved second row listening experience. Designed specifically to match the vehicle's interior acoustic characteristics, the next generation 2009 Acura/ELS Surround<sup>®</sup> audio system features a new titanium dome tweeter, redesigned woofer, higher output power and 10 speakers, including new 8-cm SDR rear door speakers.

Developed in collaboration with multi-Grammy<sup>®</sup> Award winning producer/engineer Elliot "Els" Scheiner, the ELS Surround system has proven itself with critics and customers alike. Through an emphasis on clarity and definition and the faithful reproduction of music from a variety of sources – including CD, iPod, MP3, and DVD-A – the ELS Surround system delivers a studio quality audio experience.

“The ELS systems are all based on authenticity and advancement; authenticity from working directly with Elliot who has extensive experience listening, creating, recording and mixing music in the studio,” said, Mat Hargett, Chief Engineer and Acura TL Project Leader. “Advancement is achieved through continuing to raise the bar on studio quality performance, and then achieving those goals. The system in the all-new TL advances Acura’s premium audio to a new level.”

The next generation ELS Surround system has nearly double the total power output of the first generation, from 225W to 440W and includes more powerful equalization capabilities and adjustable audio source settings. It also features new, high-quality speakers, including extended range tweeters and low distortion mid-range and bass drivers. Eight channels and 10 speakers, including speakers added to each rear door, created an enhanced listening environment for all passengers.

“It is always exciting to hear the results of a project which spans several years,” said Elliot Scheiner, collaborator on Panasonic’s ELS Surround audio system. “It is the same whether I’m working on automotive projects or with an artist in the studio. For the new Acura TL, the hours spent in the development process including the listening, tuning, driving on the test track and retuning were all worthwhile when I heard the production system. Our goal was to bring the studio sound experience to the vehicle, the new TL has achieved that and more.”

Tom Dunn, Marketing Group Manager Panasonic Automotive, added: “Our relationship with Elliot and Acura continues to prosper based upon the mutual dedication to bringing new technologies and higher levels of system performance to each successive project. The ELS Surround premium audio system in the 2009 Acura TL is the latest example of this dedication.”

Newly designed, 4-cm, hard dome Titanium-diaphragm tweeters (2) were selected to reduce distortion, resulting in a clear, transparent sound and stunning vocal

realization. The units feature large-diameter voice coils for reduced Inter Modulation distortion and are integrated with the tweeter diaphragms to create an overlapping extension of high-end response down to 1kHz.

In contrast to the conventional speaker designs in the current TL, the 2009 Acura/ELS Surround premium audio system uses new, high-performance, Super Dynamic Range (SDR) specifications for the 17-cm and 8-cm midrange and mid-bass speakers. Capable of high-power operation, the rigid SDR drivers lower extraneous noise, saturation and distortion to reveal new details in mid-bass and midrange reproduction with their extended range and double press polyurethane (8-cm) and honeycomb (17-cm) cone construction.

Two 17-cm SDR drivers are mounted in the front doors, and two in the vehicle rear tray. The two 8-cm drivers have been added to the rear doors, and a single driver is located in the center of the instrument panel. These rear door additions provide improved front imaging for rear seat passengers, as well as enhancing the front seat listening experience, with highly accurate sound quality and no excessive bass.

The front door SDR drivers have extended low frequencies from the current 60Hz down to 40Hz. The 8-cm center and rear door speakers extend their low-frequency response from the current 150Hz down to 90Hz.

A new Super Low Distortion Driver (SLDD) subwoofer has been integrated and tuned with the structure of the rear package shelf to optimize the interaction of the speaker with the vehicle. It allows the system to obtain extended low frequency response — a deep, powerful bass down to 20Hz — yet minimizing spurious vibration and rattle.

The unit features a rigid SLDD dual-edge structure, lightweight damping cone, and a long-excursion voice coil that creates a quick response and a clear yet aggressive bass sound.

The Acura/ELS Surround Premium Audio System is also available the Acura MDX<sup>®</sup> luxury SUV, the Acura RDX<sup>®</sup> crossover SUV and all-new Acura TSX<sup>®</sup> sports sedan.

### **About Elliot Scheiner**

After nearly 40 years in the music industry, Elliot Scheiner continues to be a highly sought-after producer and engineer. His career includes work with such music legends as The Eagles, Steely Dan, REM, Foo Fighter, Beck, Queen, Sting, Van Morrison and Eric Clapton. In addition receiving his 23rd Grammy nomination for his work on the Deborah Cox release *Destination Moon*, Scheiner won his sixth Grammy Award for Donald Fagen's 2006 release of *Morph The Cat*. Scheiner's recent work includes mixing for the Eagle's multi-platinum release, *Long Road Out of Eden* and the remixed release of Nirvana's *MTV Unplugged in New York* performance. His extensive industry accolades include an Emmy<sup>®</sup> Award for his work with the Eagles on their farewell tour broadcast and holds four Emmy Award nominations. A TEC Hall of Fame inductee, Scheiner is the inaugural recipient of the Surround Pioneer Award, which was created to honor individuals who have made significant, groundbreaking contributions to the art of surround music production. He holds an honorary Doctor of Music degree from the legendary Berklee College of Music and is also the only American to be awarded the lauded Master of Sound honor from the Japan Audio Society.

### **About Acura**

Acura offers a full line of technologically advanced performance luxury vehicles through a network of 270 dealers within the United States. The 2009 Acura lineup features five distinctive models including the RL luxury performance sedan, the TL performance luxury sedan, the TSX sports sedan, the turbocharged RDX luxury crossover SUV and the award-winning MDX luxury sport utility vehicle. For additional information about Acura vehicles, please visit [www.acura.com](http://www.acura.com). For media inquiries, please visit [www.acuranews.com](http://www.acuranews.com).

### **About Panasonic Automotive Systems**

Based in Peachtree City, Georgia, and with Detroit area operations located in Southfield, MI, Panasonic Automotive Systems Company of America is a division of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan, one of the world's leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic Automotive Systems Company, a division of Matsushita Electric Industrial Co., Ltd., which coordinates global automotive industry systems and components operations. For more information on Panasonic and Matsushita Electric, visit [www.panasonic.com](http://www.panasonic.com).

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