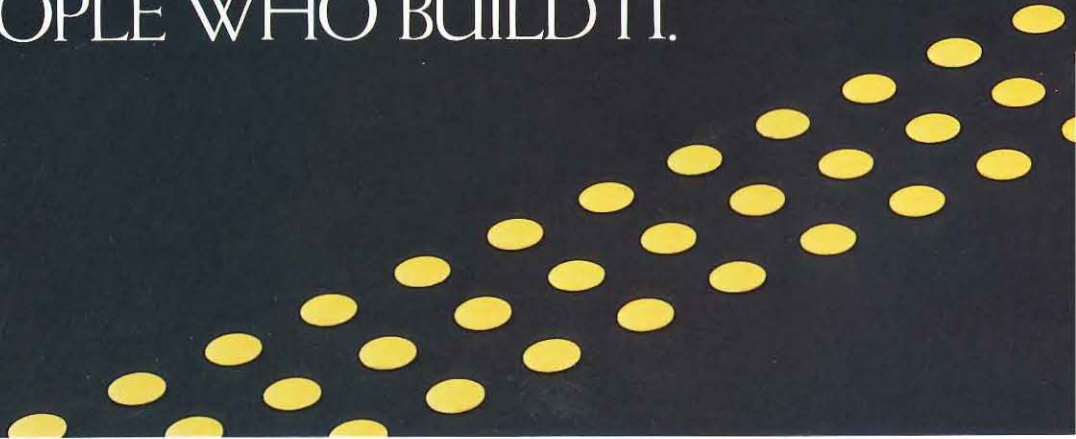
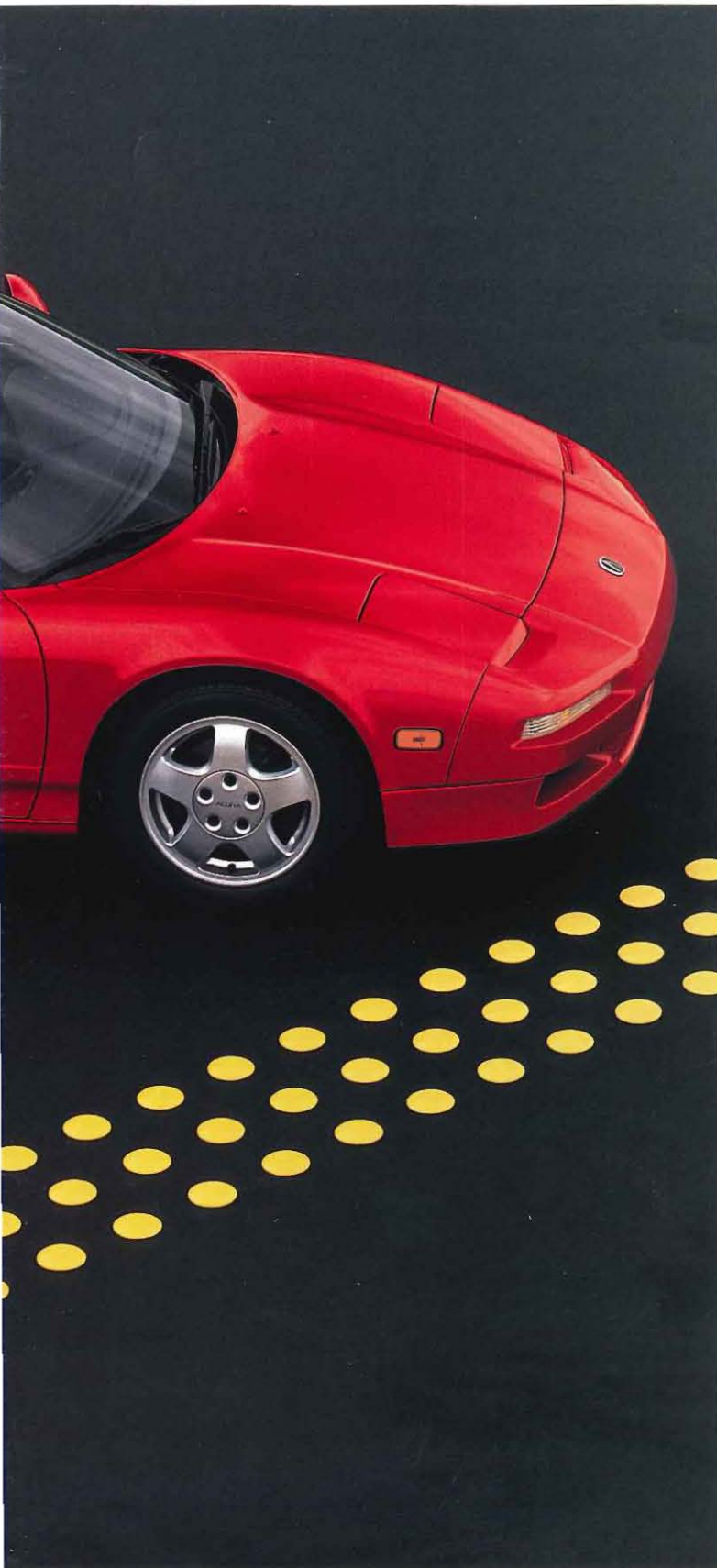


IT HAS BEEN SAID
THAT A CAR MAKES
A STATEMENT
ABOUT THE PERSON
WHO DRIVES IT.



THIS ONE MAKES A
STATEMENT ABOUT THE
PEOPLE WHO BUILD IT.





Upon its unveiling, the vehicle you see before you will no doubt be referred to in many ways: as exotic, breakthrough, even history in the making.

We prefer to think of it as, simply, a mission statement.

A sculpted aluminum, hand-built testament to the vision that is an automotive division called Acura. Personal performance automobiles that cater to the driver's emotions and intelligence instead of his ego. Built by people who measure the quality of their products, not to mention their own talent and abilities, against a simple three-word slogan.

Precision Crafted Performance.

A full six years from concept to the showroom floor, the Acura NSX is the proverbial dream car come true.

Not a car *buyer's* dream, mind you... but a car *maker's* dream.

While other manufacturers were fantasizing about record sales or greater profits, the engineers and designers who conceived the NSX dreamed of one thing only: building an automobile that could take on the very best the world had to offer.

A new breed of sports car. A new benchmark. An automobile that, like every Acura, would not simply improve upon what is, but would prove what could be.

Five years ago, Acura revolutionized the way the world looked at an entire class of automobiles. With the introduction of the NSX, the revolution begins again.



SPEND FIVE YEARS AT
200 MILES PER HOUR AND
YOU LOOK AT THE WORLD
A LITTLE DIFFERENTLY.



Balance.

The trademark of a World
Champion Formula One race car. And,
if we've done our job, the trademark
of the Acura NSX. The theory be-
hind both vehicles is the same. A
lightweight chassis coupled with

an engine that can provide quickness and
performance without overpowering the car's
responsiveness and road feel.

The all-aluminum, twin-cam V-6 engine
that rides amidship in the NSX, for example,
may seem like an atypical choice for a car of
this stature. In fact, it is the perfect choice.
Compact, lightweight, high-rpm and, with the
right technology, able to produce the horse-
power of larger, heavier V-8 engines.

That "right technology" comes in the
shape of ideas like variable valve timing, or
VTEC. Through a unique camshaft and rocker
arm design, VTEC literally changes valve
timing and lift over the course of the power
band, making for optimum low-end torque
and high-end performance. A first for a pro-
duction automobile in the U.S. As are the power
plant's titanium connecting rods that increase
engine rpm by 700.

With its mid-engine chassis configuration
and forged aluminum, double-wishbone sus-
pension, the NSX was targeted to offer more
Formula One technology than any production
automobile ever had.

A goal that, for the engineers responsible
for the last four Formula One Constructors'
World Championship titles, seemed not only
reasonable, but reachable.



Allow us to make one thing perfectly clear: the NSX has some of the most advanced technology ever built into an automobile.

Sports car or otherwise.

For starters, the NSX is the first production car ever with an all-aluminum unit body and chassis; 40% lighter than a comparable steel chassis, it's also stronger, thanks to stress analysis done on a Cray II supercomputer.

Under this chassis sit a few hundred other breakthroughs, including a revolutionary Traction Control System (TCS) that actually detects slippery road surfaces and adjusts power output accordingly, limiting tire slippage. And while past traction systems have often operated at the expense of their cars' cornering ability, the NSX system maintains a high regard for handling performance.

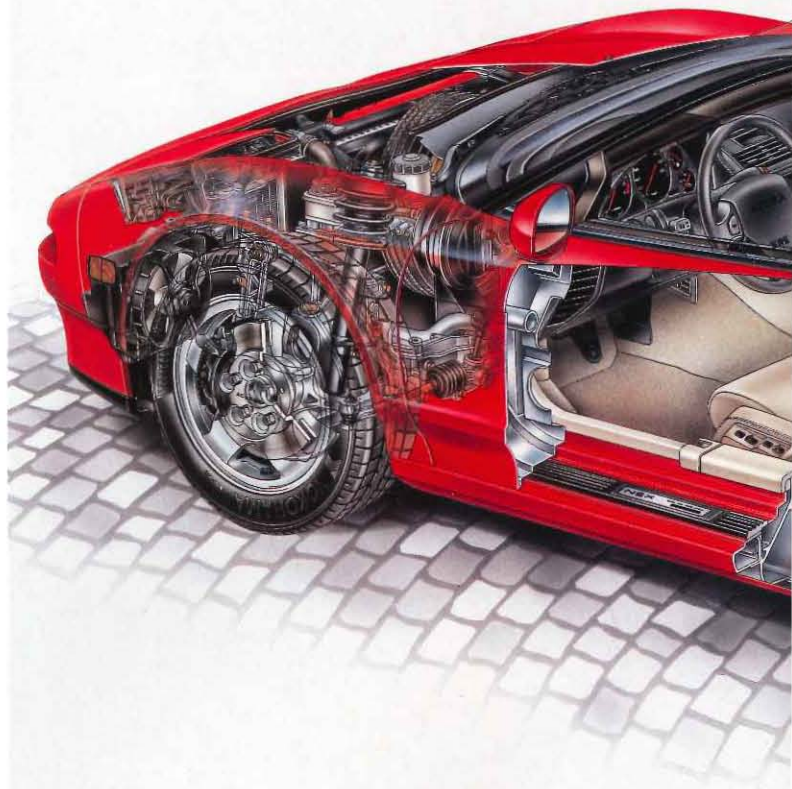
Another "first" on the NSX is its 4-Channel Anti-Lock Braking System, the most effective braking system ever designed for a rear-wheel drive car. With four separate channels, each wheel can be independently controlled, for optimal performance on even the worst road surfaces.

All of which is just what we had in mind when we set out to build the NSX. An automobile that would define the word "revolutionary." And redefine the term "sports car."

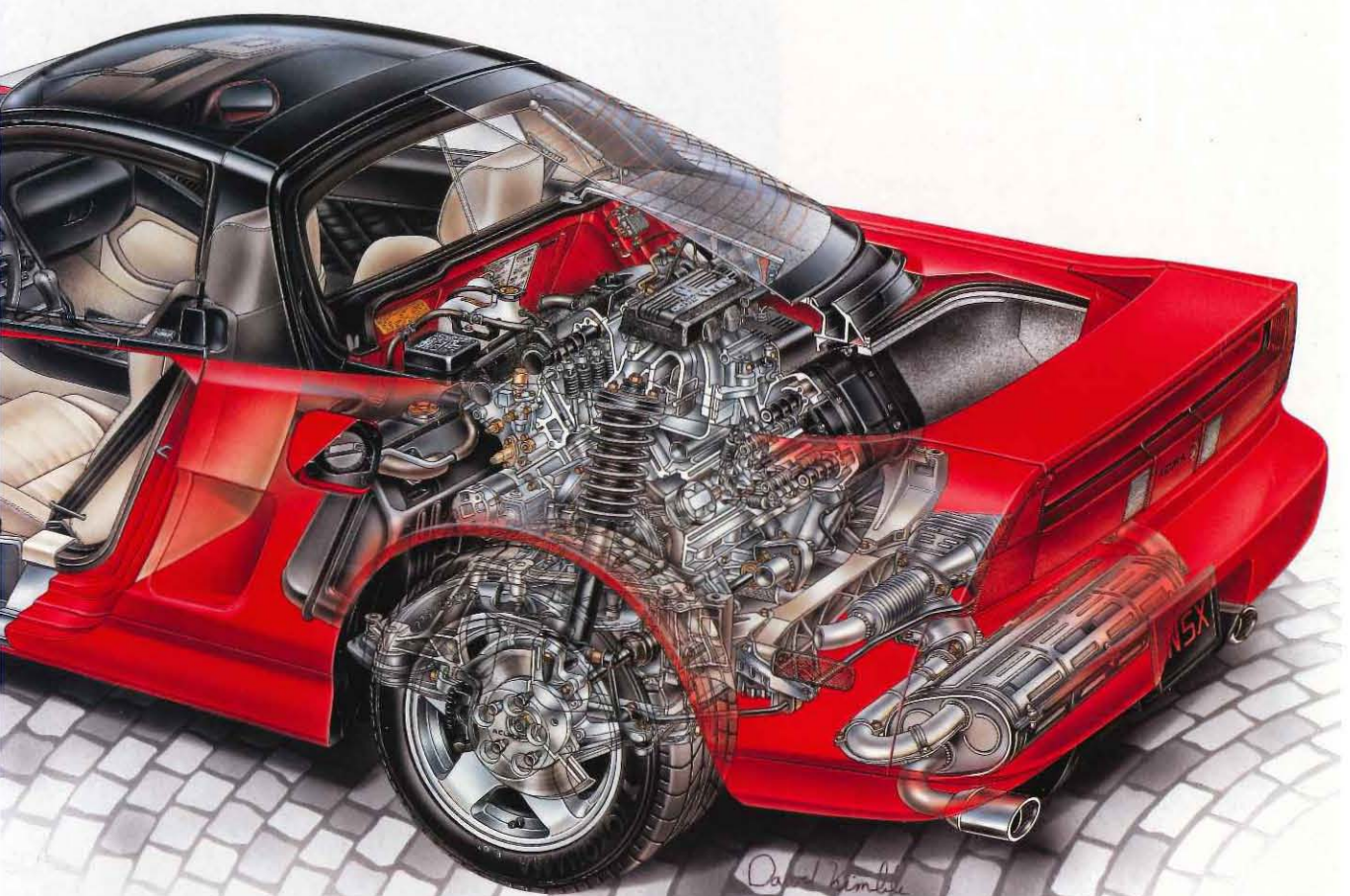
ENGINE TYPE: Aluminum Alloy 3.0 liter, V-6 midship. DOHC, 24-valve with Variable Valve Timing and Lift Electronic Control. Rear-wheel drive.

HORSEPOWER/TORQUE: 270 hp @ 7100 rpm; 210 lbs.-ft. @ 5300 rpm (5-speed).

INDUCTION SYSTEM: Computer programmed fuel injection with Variable Volume Induction System.



IT HAS REVOLUTIONARY
WRITTEN ALL OVER IT,
UNDER IT AND INSIDE IT.





Speed and handling, handling and speed.

Those seem to be the key elements built into today's world-class sports cars. But, the way we see it, an automobile designed with only those elements in mind leaves out the most critical element of all.

You.

From its mid-engine design allowing generous leg room, to its F-16 jet-fighter inspired glass canopy providing 312 degrees of visibility (unheard of in a mid-engine car), to its trunk that's actually big enough to deserve to be called a trunk, everything about the NSX puts the needs of the driver first. Without sacrificing anything in performance.

Rigid, lightweight aluminum seat frames that are covered in supple leather hold the body firmly in place. A leather-clad tilt and telescoping steering wheel provides the proper positioning and grip.

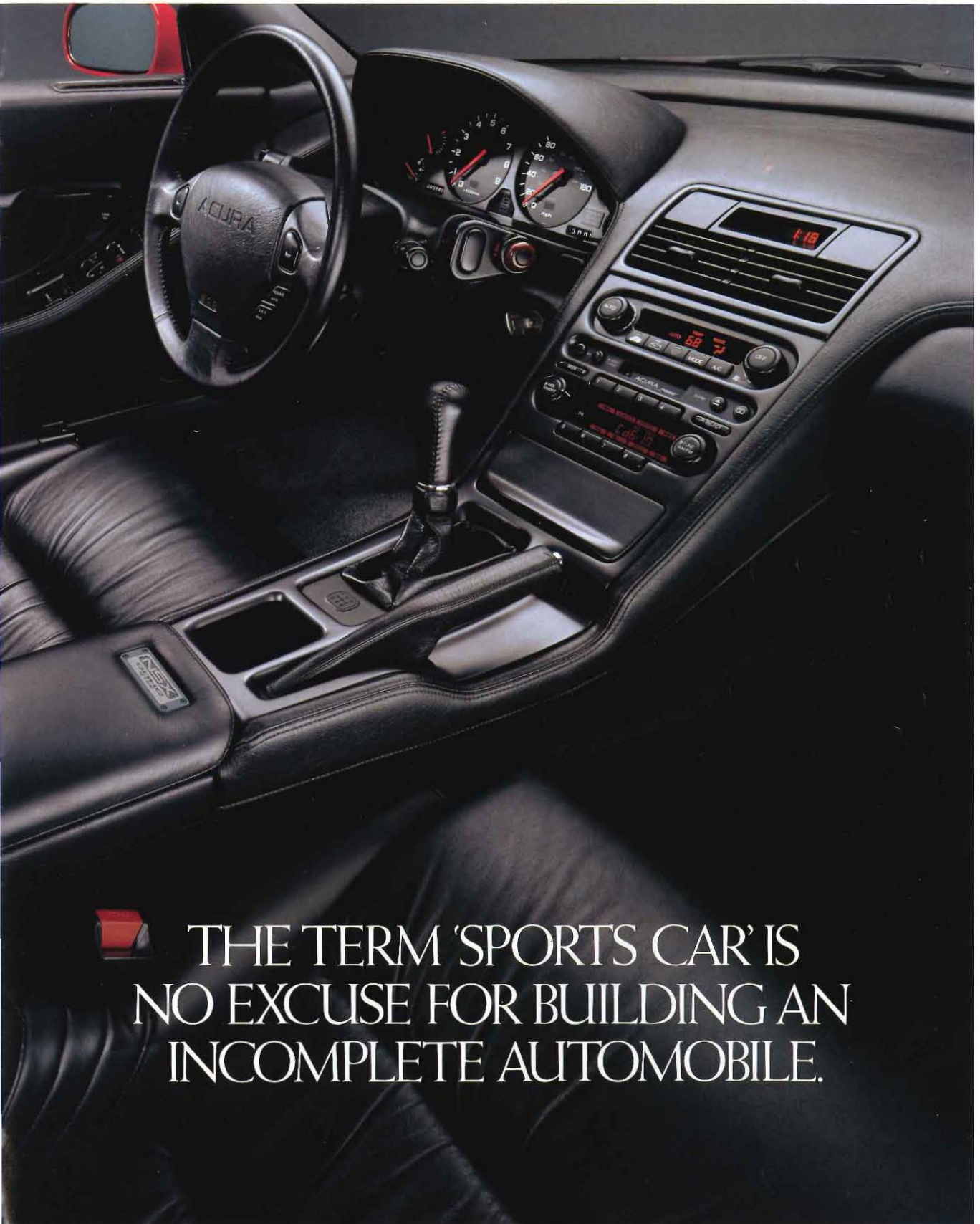
Even the adjustments for the Automatic Climate Control System are placed high on the center console, well within the driver's line of sight and reach.

All of which means the Acura NSX is the first exotic designed not simply to accommodate the driver and his passenger, but to actually be hospitable towards them.

NSX STANDARD EQUIPMENT FEATURES:

- Traction Control System
- Four-Channel Anti-Lock Braking System
- Driver's Side Air Bag/SRS
- Acura/Bose® 4-Speaker Music System
- Theft Deterrent System





THE TERM 'SPORTS CAR' IS
NO EXCUSE FOR BUILDING AN
INCOMPLETE AUTOMOBILE.



NSX. IT'S WHAT HAPPENS
WHEN YOU CHASE
YOUR DREAMS INSTEAD OF
THE COMPETITION.



Six years ago, a group of engineers and designers dreamed of building a new kind of sports car. A sports car that would offer uncompromising performance, not demand it.

With that dream in mind, the success of every theory, every decision and every component that went into the Acura NSX was measured, not only in the clinical terms of things like output and performance, but how it affected the overall driving experience.

No expense was spared, no idea was left unexplored.

As a result, the NSX will establish a new goal for makers of exotic sports cars.

It's an automobile that possesses all of the power and handling of a thoroughbred with none of the eccentricities so long associated with such breeds.

An automobile that can satisfy the exacting standards of a driver with the skill and experience of Ayrton Senna and yet recognize that not everyone is a Formula One World Champion.

Seventy-odd years ago, someone, somewhere, was inspired enough by a driving experience to coin the term "sports car."

The Acura NSX just may be the ultimate expression of that inspiration.

0-60 MPH	<i>Under 6.0 sec</i>
1/4 MILE	<i>Under 14.0 sec</i>
TOP SPEED	<i>Approx. 165 mph</i>
MSRP*	<i>Approx. \$60,000</i>

*Manufacturer's Suggested Retail Price has not been determined at time of printing. Limited availability at your dealer beginning mid-September.



ACURA
PRECISION CRAFTED PERFORMANCE

Call 1-800-TO-ACURA for more information about the NSX and the name of the Acura dealer near you. ©1990 Acura Division of American Honda Motor Co., Inc. Acura and NSX are trademarks of Honda Motor Co., Ltd.