

## **Bobby Rahal Acura Celebrates Luxury Automaker's 30th Anniversary**

*This year, Bobby Rahal Acura celebrates the 30th anniversary of Acura, Honda Motor Company's luxury vehicle division, known for its innovation, reliability, and precision crafted performance.*

Mechanicsburg, Pennsylvania ([PRWEB](#)) July 01, 2016 -- Through the rest of the year, Bobby Rahal Acura will be celebrating the Acura brand's 30th anniversary. As the luxury vehicle division of the Honda Motor Company, Acura has been known as a leader in performance and innovation since its inception three decades ago.

With the release of the Acura Legend and the Acura Integra in March 1986, Acura became the first Japanese luxury vehicle brand and the first international luxury brand to be sold and manufactured in America. Over the years, the brand has developed a reputation for its technological innovation, expert craftsmanship, and precision manufacturing, always using groundbreaking technology to enhance the driving experience for the driver and passengers.

“The Acura vehicle has changed a lot since those first Legends and Integras rolled off the assembly line in 1986, but we're still as devoted as ever to performance, innovation, and a superior driving experience,” said Jon Miller, General Manager of the car dealer. “This year has been all about celebrating the past while looking forward to the future of our brand, and we're thrilled that our Acura dealership is part of something so big.”

The year-long anniversary celebration kicked off earlier this year with a new marketing campaign called Precision Crafted Performance, which emphasizes that even after three decades, the brand is still dedicated to the bold innovation and precision manufacturing that made it an industry leader in the first place. The new campaign comes just before the release of Acura's next-generation supercar, the NSX, which is expected to roll onto Acura dealerships, including Bobby Rahal Acura, later this year. The NSX will join the current lineup of the RLX luxury sedan, TLX performance luxury sedan, ILX sport sedan, RDX luxury crossover, and seven-passenger MDX SUV.

To learn more about Bobby Rahal Acura's celebration in honor of the brand's anniversary, or to view the complete lineup of 2016 vehicles for sale, stop by the car dealer at 6694 Carlisle Pike, Mechanicsburg, PA 17050, contact the Acura dealership by phone at 717-790-6000, or visit their website at [www.bobbyrahalacura.com](http://www.bobbyrahalacura.com).

Bobby Rahal Acura is an award-winning Acura dealership serving the Mechanicsburg and Harrisburg, PA areas. Bobby Rahal Acura offers a great selection of both new and pre-owned vehicles, leasing and financing, as well as a service center staffed by highly trained technicians.



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