



## **Honda Civic Tour Featuring 3BallMTY Announces Tour Dates**

***Tickets on sale Friday, October 17 at [www.HondaCivicTour.com](http://www.HondaCivicTour.com)***

Torrance, CA – October 15, 2014 – Tour dates for the third and final leg of the highly anticipated 2014 Honda Civic Tour featuring Latin DJ trio [3BallMTY](http://www.3BallMTY.com) will extend through November and December with performances coming to major markets including Dallas, Houston, New York, Chicago, Denver and Los Angeles. Tickets for Honda Civic Tour will go on sale starting Friday, October 17 and ticket information can be found at [www.HondaCivicTour.com](http://www.HondaCivicTour.com). Bilingual hip-hop group Los Rakas will support 3BallMTY on all dates.

3BallMTY (pronounced: Tribal Monterrey) is Erick Rincón, DJ Otto, and Sheeqo Beat – a cultural phenomenon and an award-winning electronic Latin music group from Monterrey, Mexico that received the Best New Artist award at the Latin Grammys in 2012. The young artists specialize in electronic mixes that combine cumbia and tropical music with pre-Hispanic influenced musical textures. As one of the most important and authentic representatives of “La Generación Tribal” or “tribal generation,” 3BallMTY has broken cultural, generational and language barriers.

“We are honored to have been chosen as the first Latin artists to participate in the Honda Civic Tour and look forward to continuing the success of previous tours,” said Sheeqo Beat of 3BallMTY.

In staying true to annual tradition, all of this year's Honda Civic Tour headliners have created their own customized Honda Civic vehicles, each showcasing the individual band's style. Offering a nod to the fashion styles of dance music in Mexico, *3BallMTY*'s design showcases swoop imagery and utilizes diamonds to signify the deep roots of cultural music transformed to modern, electronic sounds.



Fans will have the opportunity to win one of nine incredible prizes through the 2014 Honda Civic Tour Sweepstakes, including a 2015 Honda CBR300R sport machine with *3BallMTY*'s signature design. Grand prizes have included three custom-designed and autographed Honda Civic Coupe EX-Ls. First prizes have included a customized 2014 Honda Ruckus scooter featuring a co-design by *Grouplove* and *Portugal. The Man* and a customized 2014 Honda Grom motorcycle with custom paint design from *American Authors*. Second prizes include three amazing flyaway trips to join the Honda Civic Tour at designated stops, including Honda Civic Tour featuring *Grouplove* and *Portugal. The Man* at Rumsey Field (Central Park) in New York, *American Authors* at Paradise Rock Club in Boston and *3BallMTY* at The Regent in Los Angeles. Each trip includes flights and hotel for a 3-day, 2-night stay for the winner and a guest, along with premiere tickets for the show. Fans can visit <http://Honda.us/CivicTourSweepsRules> for online entry, additional eligibility restrictions, prize descriptions and full official rules.

Now in its 13<sup>th</sup> year, Honda Civic Tour is not one, but three successive tours in 2014, highlighting three distinct genres of music, that also serve as a significant pillar of the

new Honda Stage music platform. Alternative rock bands *Grouplove* and *Portugal. The Man* co-headlined the first 2014 Honda Civic Tour this summer with Tokyo Police Club and Typhoon supporting on various dates. Brooklyn-based pop rock band American Authors are currently headlining the second leg with support from The Mowgli's, Echosmith and Oh Honey, with U.S. dates running through mid-November.

Honda's commitment to music runs deep, with a 13-year history presenting the popular Honda Civic Tour, as well as hosting Honda Stages at premier U.S. music festivals including Governors Ball, Music Midtown and Austin City Limits Music Festival. Honda's passion for music content curation and delivering unique experiences to music enthusiasts has led the automaker's development of the new Honda Stage platform. The Honda Stage program provides music fans one-of-a-kind music experiences through live performances and digital content: [www.YouTube.com/HondaStage](http://www.YouTube.com/HondaStage).

Under the Honda Stage program, American Honda brings together an unprecedented group of entertainment and technology leaders to produce and distribute some of the best original, high-quality music content available today, through dozens of live events and exclusive online content. The success of the Honda Civic Tour makes it a natural fit as a pillar of the Honda Stage program.

Honda Civic Tour featuring 3BallMTY and Los Rakas:

Nov 23	Phoenix, AZ	Crescent Ballroom
Nov 25	Tucson, AZ	The Rialto Theater
Nov 26	El Paso, TX	El Paso County Coliseum
Nov 28	San Antonio, TX	210 Kaponas Live
Nov 29	McAllen, TX	Tri Bar
Nov 30	Dallas, TX	House of Blues
Dec 1	Houston, TX	House of Blues
Dec 3	Atlanta, GA	The Masquerade
Dec 4	Miami, FL	El Palenque
Dec 5	Ocoee, FL	Club Fenix
Dec 6	West Palm Beach, FL	El Palacio Mexicano
Dec 7	Fort Myers, FL	Terrenos de la Feria
Dec 10	Charlotte, NC	Midnite Rodeo

Dec 11	Washington, DC	TBD
Dec 12	New York, NY	S.O.B.'s
Dec 14	Chicago, IL	Portage Theater
Dec 16	Denver, CO	Gothic Theatre
Dec 17	Las Vegas, NV	House of Blues
Dec 18	Santa Ana, CA	Observatory
Dec 19	Los Angeles, CA	The Regent
Dec 20	Ventura, CA	Ventura Theater
Dec 21	San Francisco, CA	The Fillmore

### **About 3BallMTY**

3BallMTY (pronounced: Tribal Monterrey) is Erick Rincón, DJ Otto, and Sheeqo Beat – they are a cultural phenomenon and an award-winning electronic Latin music group from Monterrey, Mexico that received the Best New Artist award at the Latin Grammys. These young artists specialize in electronic mixes that combine cumbia and tropical music with pre-Hispanic influenced musical textures. As one of the most important and authentic representatives of “La Generación Tribal” or “tribal generation,” 3BallMTY has broken cultural, generational and language barriers. Their first album *Inténtalo* reached great success within a year of its release by going Gold in Mexico and Platinum in the U.S. and Central America. The group is critically acclaimed by Rolling Stone, Billboard Magazine and the New York Times. In 2012, iTunes selected them for “Best Latin Breakthrough Album.” The group has won numerous other awards since and is a force of young talent heading into the music mainstream across the U.S. with their newest release *Global*. <http://www.3ballmtty.com.mx>

### **About Honda Civic Tour**

Produced by Marketing Factory, Honda Civic Tour brings innovation to the masses by combining automotive technology and contemporary music. With almost three million concert event attendees since 2001, Civic Tour has established itself as one of the nation’s most compelling, successful music concert tour franchises. Civic Tour has provided concert-goers with an exclusive, interactive concert experience featuring up-

close and personal access to their favorite bands, including Linkin Park, blink-182, My Chemical Romance, Paramore, The Black Eyed Peas, Fall Out Boy, Everclear, Incubus, Good Charlotte, New Found Glory, Dashboard Confessional, Maroon 5, and Panic! at the Disco. <http://www.HondaCivicTour.com>

#### **About Honda Civic:**

One of the best-selling compact cars in the United States, the Civic features a lineup of six distinct models: the conventional gasoline-powered Civic Sedan and Civic Coupe, two high-performance Civic Si models, the gasoline-electric Civic Hybrid, the Civic Natural Gas and Civic HF high fuel economy model. The Civic lineup embodies the Honda brand values of 'clean, safe and fun' with the Civic HF achieving an EPA-estimated fuel economy rating of 41 mpg on the highway. The Civic Hybrid's EPA-estimated fuel economy rating is 44/47/45 city/highway/combined. The Civic Sedan has earned top safety ratings from NHTSA and was the first small car to earn a 'TOP SAFETY PICK+' designation from IIHS. Now in its ninth generation, the Civic remains one of the most fun-to-drive compact cars on the road today. The Civic Sedan starts at a suggested retail price (MSRP) of \$18,390 and is available at Honda dealerships nationwide. For high-resolution photos, broadcast quality video and media information of the entire 2014 Civic lineup, please visit <http://www.hondanews.com>.

#### **About Honda Stage:**

Building on its deep foundation in bringing music to fans, American Honda has brought together an unprecedented group of entertainment and technology leaders to produce and distribute some of the best original, high-quality music content available under the new Honda Stage name, through dozens of live events and exclusive online content. Honda Stage will offer music fans access to custom live and online music programming and performances, behind the scenes content, artist interviews and more at <http://www.YouTube.com/HondaStage>. With the launch of this channel, Honda becomes a major music curator, as YouTube is the largest distributor of music content and the number one environment for music viewing.

#### **About Honda:**

Honda offers a unique lineup of cars and trucks through a network of more than 1,000

dealerships in the United States. In 2014, Honda celebrated it's 20 millionth vehicle produced in the U.S., using domestic and globally sourced parts. Honda currently operates 16 major manufacturing facilities in North America, producing a wide range of automobiles, all-terrain vehicles, power equipment products, engines and transmissions, and the HondaJet light jet.

For more information, go to <http://www.HondaCivicTour.com> visit Honda Stage on YouTube at <http://www.YouTube.com/HondaStage>.

Check back for more Honda Stage Press announcements throughout 2014 at:

<http://honda.us/1kYuYVN>

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