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Honda Stage Launches Custom Concert Series with Live Nation® **Debating with Demi Lovato**

- Demi Lovato to perform World Tour Preview show on the *Honda Stage* in Los Angeles on July 21
- Honda and Live Nation collaborate to produce multiple free, large-scale, live concert events in iconic locations across the U.S.
- Exclusive *Live Nation Honda Stage* performances available at www.youtube.com/HondaStage

TORRANCE, CA – July 21, 2014 – Honda Stage and Live Nation will deliver three free live concert events in iconic locations across the U.S. to support the launch of new fun-to-drive Honda vehicles. The first *Honda Stage* Live Nation concert event in the series will feature multi-platinum selling recording artist, Demi Lovato, giving fans an exclusive preview of her World Tour with tracks from her latest album “Demi.” The first SOLD OUT! free concert will take place on July 21 at Harry Bridges Memorial Park at The Queen Mary in Los Angeles showcasing the all-new just-launched 2015 Honda Fit. Honda Stage and Live Nation will unveil additional custom concert event artists and locations in the coming months.

As part of the groundbreaking new Honda Stage music platform, the automaker is collaborating with Live Nation, the world's leading concert promoter, to produce live events and deliver exclusive online music content to fans. The concerts will be free to attend to a limited number of fans registering at www.livenation.com/HondaStage. Exclusive footage from these custom performances and more will only be available via the Honda Stage YouTube Channel at <http://www.youtube.com/HondaStage>.

“Together with Live Nation, Honda Stage will offer thousands of fans exclusive opportunities to enjoy these memorable live music events in some of the nation’s most remarkable settings plus exciting chances to win concert tickets. And there is always the ability to stream Honda Stage music content on their favorite device,” said Nick Lee, Honda National Advertising Manager, American Honda Motor Co., Inc. “Additionally; these live events present a unique opportunity for music fans and Honda fans to experience our latest products and in-car technologies in a youthful, energetic environment.”

The July 21 event featuring Demi Lovato’s World Tour Preview on the *Honda Stage* will begin at 6:00 p.m. Fans in attendance not only will have the opportunity to preview sounds from the highly anticipated World Tour, which begins on September 6 in Baltimore, but will have the opportunity to experience interactive activations from partners including Pandora, Spotify and Tumblr, take custom photo booth photos and check out the all-new 2015 Honda Fit in a variety of colors and models.

“We’re excited to bring custom Honda Stage events to fans in iconic locations across the U.S.,” said Russell Wallach, president, Live Nation Media & Sponsorship. “Honda has shown a deep commitment to music, and we are ecstatic to help them reach millennials through these marquee events, starting with Demi Lovato at the Queen Mary.”

[Honda Stage](#) is a unique 360-degree, multi-platform music program designed to meet music fans where they are already searching for and consuming music. This new music platform brings together an unprecedented group of entertainment and technology leaders, including Live Nation, 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 and Music

Honda has a deep history in music programming and music marketing through the development of engaging programs and sponsorships aimed at reaching music fans through their love of music. The Honda Civic Tour was created in 2001, and since its inception, 3.5 million fans have attended Civic Tour concert events and the program has become one of the nation’s most compelling, successful music concert tour franchises. Concert goers have had the chance to experience their favorite bands up-close-and personal, including live and interactive performances by Maroon 5, Linkin Park, blink-182, The Black Eyed Peas, Paramore, Incubus, Fall Out Boy and many more. Each year, the Honda Civic Tour’s headlining artist customizes a Civic vehicle for one lucky tour fan to win.

In 2009, Honda began partnering with the biggest and brightest music festivals across the U.S., including Sasquatch, Lollapalooza, Austin City Limits Music Festival and The Governors Ball in New York. The automaker’s festival activations have included a Honda-sponsored stage with performances by some of the festivals’ best artists, opportunities to win VIP tickets and Honda vehicles, interactive onsite vehicle displays and more. This summer Honda’s music festival partnerships continue and will become part of the Honda Stage music program which began with The Governors Ball in New York June 6-8, and will debut at Music Midtown in Atlanta September 19-20 and return to Austin City Limits Music Festival the first two weekends in October.

For more information on the Honda Stage music program, including announcements of the latest Honda Stage videos, exclusive concert information, show schedules, news, sweepstakes and more, visit HondaStage.com.

Check back for more Honda Stage Press announcements throughout 2014 at

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

About Honda

Honda offers a complete lineup of cars and trucks through a network of more than 1,000 dealerships in the United States. In 2014, Honda celebrated its 20 millionth vehicle produced in the U.S., using domestic and globally sourced parts. Honda currently operates 15 major manufacturing facilities in North

America, producing a wide range of Honda automobiles, all-terrain vehicles, power equipment products, engines and transmissions.

About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation & House of Blues Concerts, LN Media and Artist Nation Management. For additional information, visit: www.livenationentertainment.com.

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