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### ***For Immediate Release***

#### **Honda Civic Tour Expands to Three Successive Tours in 2014; Civic Tour Major Pillar of New Honda Stage Music Platform**

- *Honda Civic Tour 2014 to feature Grouplove and Portugal. The Man, followed by American Authors and culminating with 3BallMTY*
- *Grouplove and Portugal. The Man tour on sale starting June 20*
- [www.HondaCivicTour.com](http://www.HondaCivicTour.com)

TORRANCE, Calif. – June 11, 2014 – The 2014 Honda Civic Tour is taking a new turn in its 13th year – with not just one, but three successive tours and three distinct genres of music, as well as becoming a significant pillar of the new Honda Stage music platform. Alternative rock bands *Grouplove and Portugal. The Man* will co-headline the first 2014 Honda Civic Tour this summer with *Tokyo Police Club* and *Typhoon* supporting on various dates kicking off on August 10 in Seattle, WA. The second of the three tours will begin in the fall, with Brooklyn-based pop/rock band *American Authors* on October 1. Additionally, Latin DJ trio *3BallMTY* will headline the final tour of the series starting mid-November.

“I would say that this is the dream tour. Honda is really invested in all art forms and connecting music with fans,” said Hannah Hooper of *Grouplove*.

Tickets for the *Grouplove and Portugal. The Man* Honda Civic Tour will go on sale starting June 20 and ticket information can be found at [www.HondaCivicTour.com](http://www.HondaCivicTour.com).

The Honda Civic Tour will uphold tradition, as headlining bands will once again design their very own custom Honda Civic, which has always been a highlight of the Honda Civic Tour. Audiences are sure to be awed as headliners *Grouplove and Portugal. The Man* collaborate on an original design. Additionally, *American Authors* and *3BallMTY* will each showcase their creative Civic designs later this year.

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 to 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 including Clear Channel (iHeartRadio), Live Nation, REVOLT, Vevo and YouTube 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.

"There is a new generation of music fans that can now share in Honda's passion for music and fun-to-drive vehicles with the expansion of the Honda Civic Tour, reaching a wider and broader fan base," said Nick Lee, Honda Brand Manager, American Honda Motor Co., Inc. "We are thrilled to work with so many talented artists, sponsor their tours and underwrite ticket prices so that fans have access to the music they love at an affordable price."

**Honda Civic Tour featuring *Grouplove* and *Portugal. The Man* + Support:**

August 10	Seattle, WA	Marymoor Park	Typhoon
August 11	Portland, OR	Edgefield	Tokyo Police Club
August 13	San Luis Obispo, CA	Avila Beach	Tokyo Police Club
August 15	Los Angeles, CA	The Greek Theatre	Tokyo Police Club
August 16	Las Vegas, NV	Brooklyn Bowl	Tokyo Police Club
August 17	San Diego, CA	Open Air Theater	Tokyo Police Club
August 19	Salt Lake City, UT	Red Butte	
August 21	Morrison, CO	Red Rocks	
August 22	Council Bluffs, IA	Harrah's	
August 24	Milwaukee, WI	Eagles Ballroom	
August 27	Des Moines, IA	Simon Estes	
August 29	Kansas City, MO	Crossroads	
August 30	Dallas, TX	South Side Ballroom	
September 2	Atlanta, GA	Masquerade	Typhoon
September 3	Charlotte, NC	Uptown Theatre	Typhoon
September 5	Cincinnati, OH	Horseshoe Casino	Typhoon
September 10	Columbus, OH	LC Pavilion	Typhoon
September 12	Washington, DC	Merriweather Post Pavilion	Typhoon
September 14	Boston, MA	Bank of America Pavilion	Typhoon
September 16	New York, NY	Central Park Summerstage	Typhoon

#### **About Grouplove:**

Since forming in 2009, LA-based indie band Grouplove has quickly become one of music's most exhilarating young acts. By the time they released their 2011 debut full length, *Never Trust A Happy Song* (Canvasback Music/Atlantic), Grouplove was already a standout at music festivals around the world, including Lollapalooza, Outside Lands, Reading & Leeds Festivals, and Glastonbury. Produced by the band's own Ryan Rabin, *Never Trust A Happy Song* featured their debut single "Colours." Hailed by SPIN as "one of the most infectious songs you're bound

to hear," the song climbed to the top 15 at Alternative radio and continues to be a fan favorite. Their follow-up single "Tongue Tied" garnered even greater success, going to #1 and earning platinum certification, with sales exceeding one million. Grouplove's raucous live show brought surging crowds to their Coachella and Bonnaroo performances and back-to-back sold out headlining tours. Grouplove's second full length album, *Spreading Rumours*, was released in Fall 2013 and met with a raft of critical acclaim from Rolling Stone, USA Today, Entertainment Weekly, and National Public Radio who called it "ludicrously easy to love." The highly anticipated collection's lead single "Ways To Go" went to #2 on the Alternative radio charts and was supported by pair of sold out tours of North America which also included stops at the Austin City Limits music festival and a return to the Coachella Music and Arts Festival.

[www.grouplovemusic.com](http://www.grouplovemusic.com)

#### **About Portugal. The Man**

Portland, OR-via-Wasilla, AK-based band Portugal. The Man released their most recent album, *Evil Friends*, produced by Danger Mouse, last year. With a reputation as one of the most exciting and sought-after live bands on the festival circuit today, the band has headlined shows around the world and played every major notable festival including Bonnaroo, Coachella, Lollapalooza, and many more. Most recently, the band partnered with the Smithsonian Institute to raise awareness of the Sumatran Tiger, an endangered species, by distributing a previously unreleased song titled "Sumatran Tiger" to 400 influencers on 400 custom polycarbonate records which degraded after a certain amount of plays. With no other copies in existence, the 400 participants were tasked with digitizing and "breeding" the song through their social channels with the hashtag #EndangeredSong. [www.portugaltheman.com](http://www.portugaltheman.com)

#### **About American Authors**

American Authors reached Platinum with their #1 chart-topping debut single "Best Day Of My Life." The song has been bolstered by prominent placements including Lowe's TV ad, trailers for the film *Delivery Man*, *the Secret Life Of Walter Mitty*, Major League Baseball Fan Cave commercial, opening sequence of this year's ESPN *World Series Of Poker* coverage and more. Recently selected for the highly influential VEVO LIFT emerging artists program and VH1's official "You Oughta Know" selection. American Authors is comprised of Zac Barnett (vocals), James Adam Shelley (guitar/banjo), Dave Rublin (bass), and Matt Sanchez (drums). Together they hail from the four corners of the country, each bringing their own influences and experiences to the writing table to create pop-flavored alt rock sprinkled with four-part harmonies, spirited lyrics, and contagious optimism. To hear their music and to watch them perform, it can be said that American Authors has the natural 'it' factor that leads to music's most successful artists. [www.weareamericanauthors.com](http://www.weareamericanauthors.com)

#### **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 awards 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 “Globall.” [www.3ballmty.com.mx](http://www.3ballmty.com.mx)

#### **About Honda Civic Tour**

Produced by Marketing Factory, the Honda Civic Tour brings innovation to the masses by combining automotive technology and contemporary music. With almost three million fans having attending Honda Civic Tour concert events 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 and Panic! at the Disco. [www.HondaCivicTour.com](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 [www.hondanews.com](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, including Live Nation, Clear Channel (iHeart Radio), Revolt, YouTube and Vevo 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 [www.YouTube.com/HondaStage](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 1 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 [www.HondaCivicTour.com](http://www.HondaCivicTour.com) and [www.HondaStage.Honda.com](http://www.HondaStage.Honda.com) and visit Honda Stage on YouTube at: [www.YouTube.com/HondaStage](http://www.YouTube.com/HondaStage).

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

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

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