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Honda Stage Launches at REVOLT Studios Delivering Performances and Artists Interviews Across Television, Web and Mobile Platforms for Music Fans

- *Jungle* makes worldwide TV debut as first performers on the Honda Stage at REVOLT Studios
- *American Authors* perform live on Honda Stage at REVOLT Studios as part of Honda Civic Tour
- One-of-a-Kind Honda Stage performances available at www.youtube.com/HondaStage

TORRANCE, Calif. – July 8, 2014 – American Honda and [REVOLT](http://www.revolt.com) have launched the *Honda Stage* at REVOLT Studios, which will deliver in-studio performances and live artist interviews for broadcast on REVOLT TV. Debuting as part of the groundbreaking new Honda Stage music platform, the content will also be available via the iOS and Android REVOLT apps, and on the all-new Honda Stage YouTube Channel at www.youtube.com/HondaStage. The *Honda Stage* at REVOLT Studios is located at Hollywood and Highland in Los Angeles.

“Our collaboration with REVOLT will develop cutting-edge content for Honda Stage and provide a vast digital network where that content can be viewed anywhere and everywhere, at home or on the go,” said Nick Lee, Honda National Advertising Manager, American Honda Motor Co., Inc. “REVOLT’s state-of-the-art studios will enable us to deliver Honda Stage performances, interviews and interesting content to their rapidly growing fan base.”

The *Honda Stage* at REVOLT Studios hosted its first two performances in mid-June featuring *Jungle* and *American Authors*, which were broadcast on REVOLT TV. Honda Stage’s first live performance hosted the world television debut of *Jungle*, a UK modern, soul group, performing their track, “Busy Earnin’.” Additional June highlights from the *Honda Stage* at REVOLT Studios include performances and interviews from Metronomy, The Game, DJ Quik and DJ Khaled.

On June 11 Honda announced its lineup for the forthcoming 2014 Honda Civic Tour, comprised of three successive tours featuring different headliners for each leg. One of the Honda Civic Tours will feature *American Authors*, who helped launch the *Honda Stage* during the network’s flagship show, “REVOLT Live,” by performing, “Believer”: <http://honda.us/AAAuthorsREVOLT>.

REVOLT will host over 30 live performances on the Honda Stage, as well as conduct artist interviews, over the next 12 months. REVOLT will also cover major Honda Stage events including the 2014 Honda Civic Tour, Governors Ball, Music Midtown Festival, and Austin City Limits Music Festival. Further support for Honda will include REVOLT custom Honda Stage marketing and media to feature model launches including the all-new 2015 [Honda Fit](http://www.honda.com), the upcoming Honda HR-V subcompact SUV, and the Honda Civic, which will live across all screens.

"REVOLT is beyond excited to join Honda's ground-breaking music initiative, building on their concert roots," said Bob Gruters, EVP, Ad Sales and Integrated Marketing, REVOLT. "We are live every day hand-making our content and super-serving music fans through curation, introducing new artists and breaking music news with Honda."

[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 REVOLT, 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 www.HondaStage.Honda.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 REVOLT MEDIA & TV

REVOLT is the new #1 name in music. Focused on expertly curating the best of the best in music and engaging youth in social conversation, the multi-genre, multi-platform network offers breaking music news, videos, artist interviews, exclusive performances, and original programming. Attracting over 50 million young adults through television, digital properties, social and mobile, REVOLT is accessible 24/7 – anytime, anywhere, any screen. Launched in broadcast in October 2013, REVOLT is available on Time Warner Cable, Comcast and Century Link in over 40 of the top 50 U.S. markets including New York City, Los Angeles, Chicago, Miami, Boston, Atlanta, and DC.

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