
The future is waiting for you now.



Accord

Practicality has never been this fun to drive.

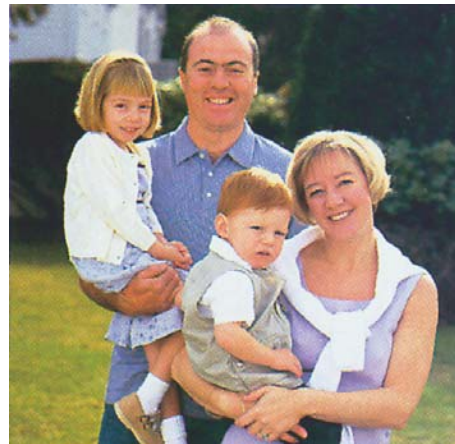


H O N D A F A M I L Y



Accord

Honda Mini Van



Honda Civic



Like the Accord owner, Honda is family minded. But that isn't to say that the Accord isn't a driver's car. The ergonomically designed interior makes for a safer vehicle, because passenger safety begins in the front seat. There's a car in the Honda family that matches the needs of every family.

CARS BUILT FOR PEOPLE

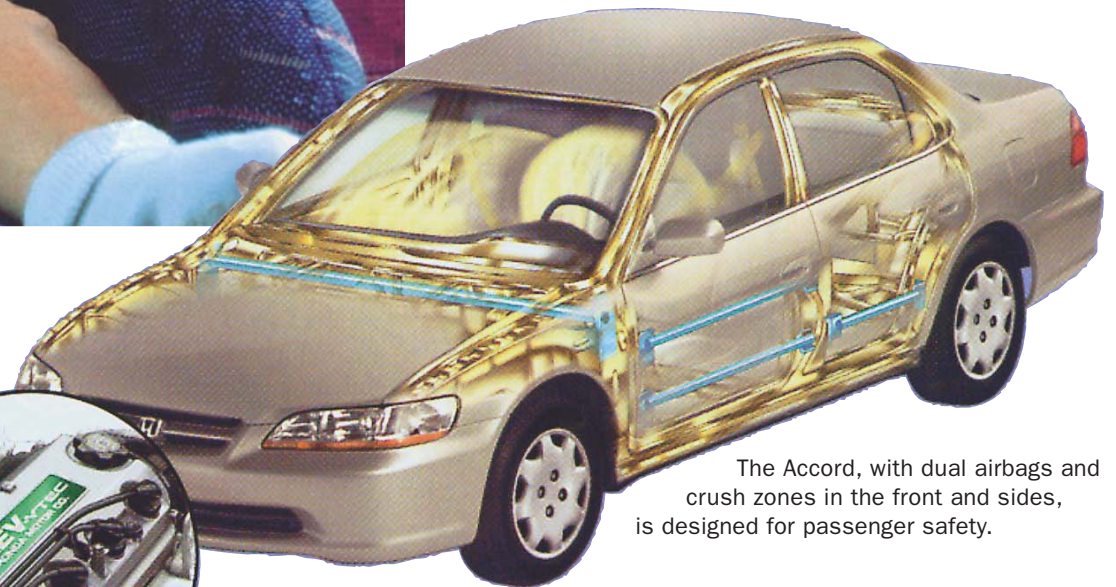
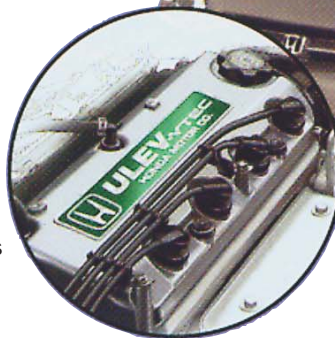


H O N D A L I F E



Honda cares about what everyone cares about:
Passenger safety and comfort.
That's why the Honda Accord has Dual airbags.
The Accord's smooth, quiet ride provides
peace of mind, and that's what drivers want.

Honda Accord's are made with
the environment in mind.
The VTEC engine already meets
California's ULEV (ultra low
emissions vehicle) standards.



The Accord, with dual airbags and
crush zones in the front and sides,
is designed for passenger safety.

CARS BUILT FOR FAMILIES



H O N D A S T Y L E



Honda Motors is committed to safety and quality,
and has a valuable heritage of style and performance.
We want to honor and preserve this history as we
move Honda into the new millennium.
Honda means high energy, fun and class;
it's a family car that's safe, economical, and reliable.
Honda drivers demand more than just an ordinary, boxy family car.
They want the very best car available for a fair price.



Practicality has never been this fun to drive.
The Honda Accord is unrivaled. It's fast, comfortable, stylish, and yet has
the latest safety features. In short, the best of both worlds.

LIVING LIFE AT THE EDGE



C A M P A I G N C O N C E P T

HONDA OVERVIEW

- Ⓜ Honda cars are known for their economy, safety, and reliability. Current owners of Hondas appreciate these trademark qualities; when the time comes, they will buy another Honda first.
- Ⓜ Our advertising campaign is directed at current Accord owners who may be contemplating a new car purchase, and it expands to create Honda-awareness in the larger car-buying public.
- Ⓜ As current Honda owners have matured, their auto motive needs have evolved. In addition to being interested in the engineering, repeat buyers want to know the safety features and how the Accord can accommodate a family.
- Ⓜ Honda needs a campaign that will emphasize the family aspects of the Accord, and the car's place in the Honda family. The Honda representative, the Honda P3 robot, establishes a connection between the innovative history of Honda products and the safety features of the Honda Accord. Honda P3 is a reminder of the scientific research and design innovation that goes into every Honda car. The Accord is a practical car, and it's also fun, modern, and never stodgy.

CAMPAIGN CONCEPT

- Ⓜ In addition to direct mail directed at previous Accord owners, the campaign will feature events – Honda Happenings – created for the individual dealerships in order to attract families to organized events.
- Ⓜ Utilizing Honda P3, there will be entertainment for children with an emphasis on auto safety education. The events will be co-sponsored by McDonald's, a corporation with an established rapport with children, and a record of success in child education and public involvement.
- Ⓜ The event will feature an air-bag trampoline, which acts as a metaphor for the Accord's new dual airbags. Entertainers will care for the children and teach them about airbag safety, giving the parents an opportunity to test-drive the new Honda Accord.
- Ⓜ For extra interest and to appeal to a wider public, star talent will also appear at the Honda Happenings. This star-talent will include singer Ricky Martin and actress Helen Hunt, as well as members of the Honda Formula One Racing Team.
- Ⓜ The campaign will feature many forms of media: Direct response, premiums, special events, personalities, print ads, TV and radio commercials, and internet banner ads.

The Honda Accord is part of the greater Honda Family. Advertising for the Accord must enhance and support the established image of Honda Motors,

INTEGRATED ADVERTISING



Turnpike Honda

344 Rt. 9
Englewood NJ 07016

Accord



June 28, 2007

Matt and Sharon Bond
24 Summit Road
Alpine, New Jersey 07106

Dear Matt and Sharon:

I'd like to invite you, as current Honda owners, to a family reunion on July 24th. Turnpike Honda is sponsoring "Honda Happening," a special welcome the newest members of the Honda clan, P3 and the Honda Accord. Juan Montoya of the Honda Formula One Racing Team will be introducing

In addition to test driving the Accord, there will be robot demonstration opportunity to meet Juan Montoya and see his race car close-up. Ron McDonald will be giving a "Drivers Ed" automobile safety course for kids, leading them through Honda's "airbag bounce" carnival ride. Food will be served throughout the day.

The Honda Accord carries on the tradition of the Accord, with unparalleled performance, roomy comfort, efficiency, and safety. This year's Honda Accord has the most up-to-date advancements in automobile engineering and safety features, including the VTEC engine and new dual airbags. Models available range from the affordable DX to the luxurious EX.

The Honda Accord has always inspired owner allegiance. If you come out the Honda Accord, you'll find that the Sedan is familiar, but improved, smoother, quicker, and designed with the driver in mind.

Now is also a great time to think about a trade-in-values are higher than on older Hondas.

Matt and Sharon, I hope to see you at Turnpike Honda's "Honda Happening." It's going to be a fun day for everyone. I'll give you a call before July 24 to answer your questions about the Honda Accord.

The future is waiting for you now.



Accord



Practicality has never been this fun to drive.

D I R E C T M A I L



A package containing a letter, brochure, RSVP response card and premium (a 10-inch toy replica of robot Honda P3) will be mailed to previous Honda buyers. The letter will invite them to a special, family-oriented event, Honda Happening, featuring test drives of the new Accord and entertainment for children by Ronald McDonald and Robot P3. Ricky Martin, Helen Hunt, or a member of the Honda racing team will also be there to attract adults.

The brochure will be a glossy, upscale piece emphasizing Honda's legacy of integrity, craftsmanship, safety and scientific engineering. The letter will invite the recipient to the events. It will remind prior purchasers of the quality of the Accord.

The Honda P3 replica is intended to become a Honda representative in the home, conveying engineering excellence, innovation and commitment to people.

SENDING A LETTER HOME



H O N D A E V E N T S

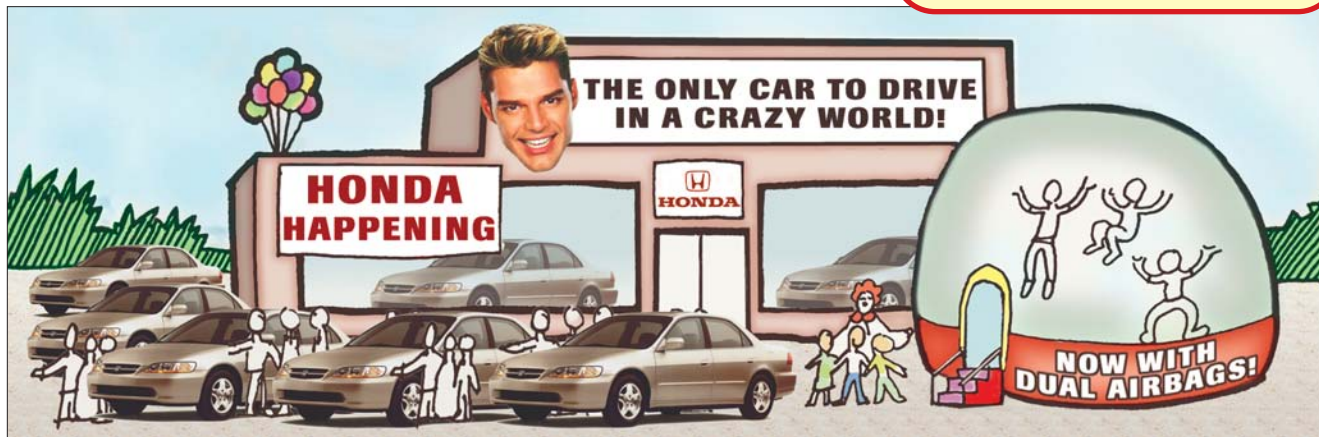


**HONDA
HAPPENING!**

Honda Happening, a special Saturday event for the entire family, will take place in collaboration with McDonald's, a co-sponsor of Honda's Formula One Racing team.

The adults will test drive the Honda Accord while Ronald McDonald will entertain kids. Activities for the kids include a mini safety course, an air bag bounce, and Honda P3 robot shenanigans. Ricky Martin will be there to meet fans and introduce the new Accord, and McDonald's food will be served.

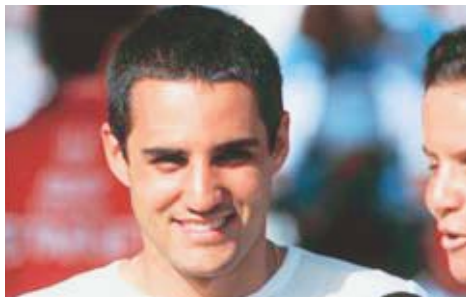
While the day's festivities will center on the Honda Accord, it will also be a fun event promoting safety, and a chance to meet members of the extended Honda family, such as Honda P3 or a Honda racecar driver.



DEALERSHIP EVENTS



H O N D A P E R S O N A L I T Y



The campaign events will feature famous and talented Honda spokespeople who represent Honda quality throughout the world.

Singer Ricky Martin and actress Helen Hunt, both of whom enjoy tremendous popularity, are ideal celebrities to be allied with Honda. Ricky, who has strong cross-cultural appeal, is youthful, clean-cut, and sexy.

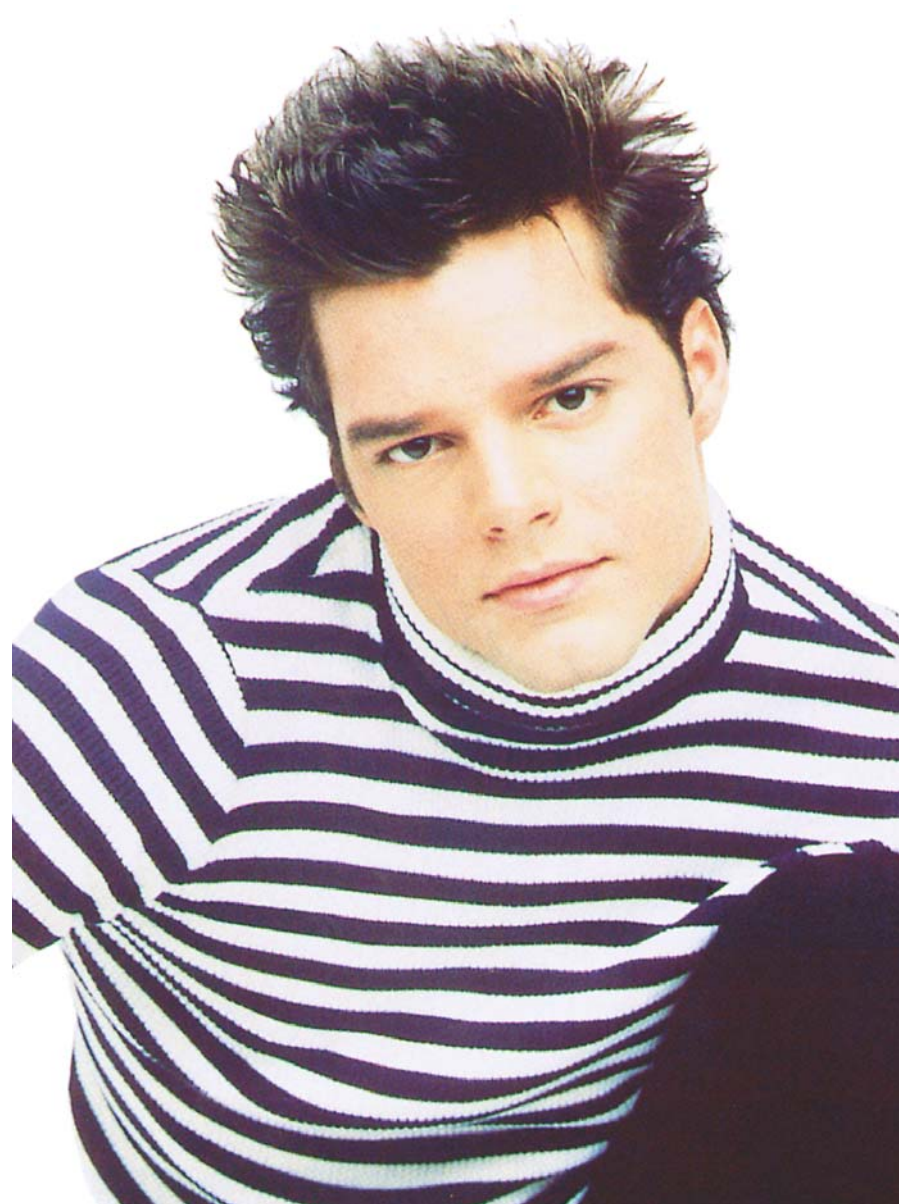
Helen, known for her intelligence and disarming humor, is well-liked by both men and women.

Ricky and Helen will attract admirers worldwide.

The message of the Honda spokespeople will be that the new Accord is practical and fun, too.

Additional personalities for the campaign will include the four members of Honda's Formula One Racing Team.

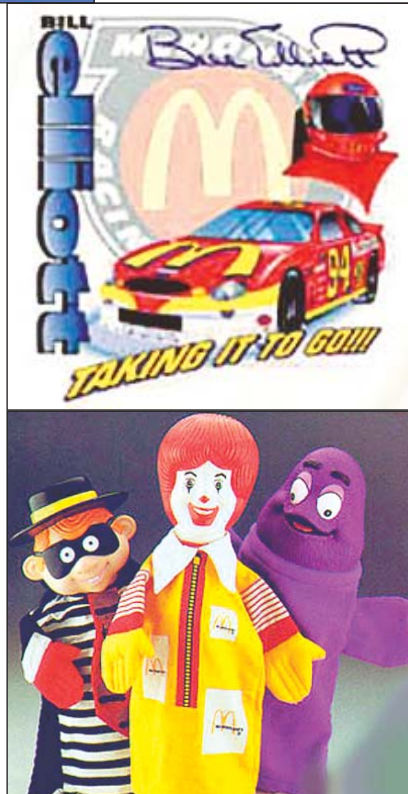
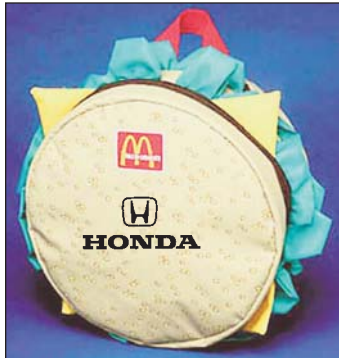
The driving integrity of the Honda racing team will be a great asset to the campaign message, enabling the campaign to reach Honda fans with safety messages.



LEADERSHIP IN QUALITY



P R E M I U M S



Honda and McDonald's will distribute premiums at the Dealerships and McDonald's restaurants to create awareness of the Honda message.

BRANDING VEHICLES



60 Second Spot

Video:

Ricky and P3 are standing around the Honda Accord, preparing to get in.

They drive up to the McDonald's, Ronald McDonald is outside sweeping the walk. He stops sweeping and gets into the new Accord.

Scene cuts to shot of local dealership. Honda Accord pulls up to front of dealership and you can see the air bag trampoline nearby.

Fade to logo.

Audio:

P3: Am I a child?
 Ricky: What do you mean?
 P3: Kids aren't supposed to sit in the front seat, you know, for safety's sake.
 Ricky: That's right. You're only a year old, P3, but you're not human.
 P3: Oh. So I can sit next to you in the front seat?
 Ricky: Sure. I'm really hungry. I can almost taste that Quarter Pounder. Hey, there's Ronald.

Ronald: Hi, Ricky! Hi, P3! Nice car.

Ricky: Thanks Ronald, It's my new Honda Accord. Let's go, Ronald. Next stop, the McDonald's tent at the Honda Happening.
 Ronald: A luxurious ride from my favorite place to my favorite place. I'm in heaven.

P3: Ronald, can I get a Happy Meal?
 Ronald: Of course, P3.

VO: Have a safe drive to McDonald's in the Honda Accord, now with dual airbags. Come to the Honda Happening this Saturday, from 10:00 AM until 4:00 PM., at Turnpike Honda. Meet Ricky Martin and robot P3, and test drive the new Honda Accords. Ronald McDonald will be there to entertain the kids. Join the fun!

Television spots will be created in conjunction with McDonald's to advertise the events to a wider public. They will emphasize the kids' auto safety events and the star talent appearing in each dealership location.

GET THE KIDS INTO THE CAR



60 Second Spot

Video:

Ricky Martin is at a racetrack, standing by his Accord, watching the cars go by, and Ronald McDonald and Honda P3 walk up.

Cars whiz by in a blur.

The "Drive-Thru" goes past, and we see Juan Montoya unwrapping a Big Mac and taking a big bite.

Ronald gets in the passenger side and sees soda from McDonald's.

Scene cuts to shot of local dealership. Accord pulls up to front of dealership and you can see the air bag trampoline nearby.

Fade to logo.

Audio:

Ricky: Hi, Ronald and P3. Come and see the Honda/McDonald's "Drive-Thru" racecar go by. Juan Montoya's driving.

Ronald: That happened so fast I could hardly see it!

Ricky: Let's see that in slow motion.

Ronald: No wonder I was feeling hungry.

Ricky: Come on, get in my Honda Accord. Let's go to McDonald's.

Ronald: What's this? Now I'm really hungry.

Ricky: Are you guys buckled in?

P3: Did somebody say McDonald's?

Announcer: Come to the Honda Happening this Saturday, July 24, 10:00 AM until 4:00 PM, at Turnpike Honda.

Meet robot Honda P3 and racecar driver Juan Montoya, and test drive the new Honda Accord. Ronald McDonald will be at the air bag trampoline with treats. Join the fun!

GET THE KIDS INTO THE CAR



IN-STORE PROMOTION

Hey kids,
let's learn
about airbag
safety!



Bobby
Rides
In Back!

There will be tie-in
promotions at McDonald's
and allied companies,
creating more public energy
for Honda Happening.



DRIVING THE MESSAGE



For the upwardly mobile.



Accord

If you have nothing to prove to anyone, then the Honda Accord is for you. It's the car for the driver who values safety over flashiness. Not that it's not flashy. The driving pleasure of the Accord begins with performance, efficiency and a powerful and responsive VTEC engine. The Honda Accord's among the safest cars on the road, with an ergonomically designed interior, dual airbags and front and side crush zones. So move up to a Honda Accord.

Practicality has never been this fun to drive.



Driver's Ed.



Accord

Our engineers put a lot of research behind every Honda Accord. That's why they built Robot Honda P3. Honda P3 isn't quite ready to get behind the wheel, but we're sure you'll appreciate all the Accord has to offer. Like a smooth, quiet ride, ergonomically designed interior and powerful VTEC engine. Dual airbags and front and side crush zones make the Accord one of the safest cars on the road. The lesson is, with unparalleled performance, roomy comfort, and efficiency, the Honda Accord is the car for the smart driver.

Practicality has never been this fun to drive.



NATIONAL MILEAGE





The only car
to drive in
a crazy world.



Accord

The Honda Accord means high energy, fun and class, combined with unparalleled performance, roomy comfort, and efficiency. Because we believe passenger safety begins in the front seat, the Accord is designed with dual airbags and crush zones in the front and sides. The ergonomically designed interior and the Accord's smooth, quiet ride provides peace of mind, and that's what you need in a crazy world.

Practicality has never been this fun to drive.



Accord

When you tell your kids about the facts of life, be sure to tell them about the Honda Accord. At Honda, passenger safety begins in the front seat. That's why the ergonomic interior of the Accord has dual airbags, and the body has crush zones in the front and sides. The Accord's unparalleled performance, combined with roomy comfort, add up to a racy, sensual driving experience. The safe and sexy, fun-to-drive Honda Accord was born to give you peace of mind.

Practicality has never been this fun to drive.



NATIONAL MILEAGE



[illegible]

HONDA

DEALERSHIP SUPPORT



HONDA

B A N N E R A D S



**THE ONLY CAR TO DRIVE
IN A CRAZY WORLD**



HONDA



**WE'RE SERIOUS ABOUT
AIR BAG SAFETY**



HONDA



**THE ACCORD:
FOR THE
UPWARDLY MOBILE**



HONDA



DRIVER'S ED



HONDA



**THE ACCORD
REALLY IS AS
GOOD AS IT GETS.**



HONDA

Internet ad banners will remind viewers of the Honda Happening events, and direct viewers to the Honda web site.

INTERNET PRESENCE



HONDA