

Beat: Automobiles

## 2017 HONDA RIDGELINE PICKUP TO MAKE TELEVISION DEBUT DURING SUPER BOWL 50

### 60-SECOND TV SPOT

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**USPA NEWS** - Following its world debut at January's North American International Auto Show in Detroit, the all-new 2017 Honda Ridgeline is set to debut on television to well over 100 million viewers on Sun., February. 7, during the 3rd quarter of Super Bowl 50...

Following its world debut at January's North American International Auto Show in Detroit, the all-new 2017 Honda Ridgeline is set to debut on television to well over 100 million viewers on Sun., February. 7, during the 3rd quarter of Super Bowl 50. Honda will execute activations across several platforms, screens and Internet properties to promote the ad and the 2017 Honda Ridgeline.

The all-new Ridgeline is slated to launch in the first half of 2016 at Honda dealerships nationwide, and will join Honda's expanded lineup of innovative light truck models, including the HR-V crossover, the CR-V and Pilot SUVs and the Odyssey minivan.

The Ridgeline is being developed by Honda's North American design and engineering teams in Ohio and California, and will be produced at its Lincoln, Alabama, auto and engine plant, alongside the Pilot and Odyssey.

Honda introduced the award-winning first-generation Ridgeline in 2005 and earned high praise for its unique features and capabilities, including the industry's first In-Bed Trunk and Dual Action Tailgate, as well as its superior on-road manners and spacious, flexible interior.

The original Ridgeline was named 2006 Motor Trend Truck of the year and 2006 North American Truck of the Year and topped J.D. Power and Associates' Automotive Performance, Execution and Layout (APEAL) study in the midsize pickup segment for three consecutive years.

Source : American Honda Motor Co., Inc.

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