

IN MOTION
AMERICAN HONDA VIDEO MAGAZINE
Written by Richard Bellikoff

AHTV graphic with voice over.

V.O.:
This is the American Honda Television Network.

Quick **FADE UP** to CU Host centered.

HOST:
Hello, I'm [Name] and this is In Motion, American Honda's video magazine.

Title sequence.

CUT to CU Host centered.

HOST:
Here's a quick preview of some of the stories you'll be seeing in this edition.

CUT to racing montage, Laguna Seca.

HOST (V.O.):
Honda cars and motorcycles, burning up the track in head-to-head competition against the best drivers in the world . . .

CUT to NH Circle montage.

HOST (V.O.):
. . . American Honda employees, pitching in to solve problems in the workplace . . .

CUT to Vigor montage.

HOST (V.O.):

... A peek at the newest addition to the Acura line of fine automobiles . . .

CUT to advertising montage, Honda commercials, Rubin interview.

HOST (V.O.):

... And some straight talk from American Honda's advertising agency about what it takes to create innovative ads.

CUT to CU Host centered.

HOST:

All this and much more. And now for our first story.

CUT to Host, different angle.

HOST:

In the field of collegiate athletics, the Honda Broderick Cup is one of the most prestigious awards a woman athlete can receive. Presenting this year's Broderick Cup was Jill Sterkel, former NCAA and Olympic swimming champion and a former cup winner herself.

CUT to Jill Sterkel at podium.

STERKEL:

The Honda Broderick Cup is awarded each year to the collegiate woman athlete who, by vote of the women's collegiate athletic directors throughout the nation, is judged most deserving of recognition as the outstanding collegiate woman of the year.

CUT to audience or CU of Broderick Cup.

STERKEL (V.O.):

The presentation of the cup culminates a year of balloting to select the Honda award winners in each of the ten competitive sports. Those selected become candidates on the final ballot for the collegiate woman athlete of the year.

CUT to Sterkel at podium.

STERKEL:

And now, let's take a look at the past winners of the cup.

DISSOLVE to sequence showing past winners in action.

DISSOLVE to Sterkel at podium.

STERKEL:

The winner of the Honda Broderick cup for 1988-89 as the most outstanding athlete of the year. The envelope . . . Vicki Huber, Villanova University.

CUT to Vicki Huber coming to podium.

HUBER:

I'd like to thank the Honda people for making this award possible and for their contributions to women's athletics.

CUT to audience or **CU** of Broderick Cup.

HUBER (V.O.):

I'd like to thank Villanova University for their support and my coach Marty Stern, and my parents and my teammates, for without them I wouldn't be here accepting this award tonight.

CUT to Huber at podium.

HUBER:

Thank you.

CUT to Huber leaving stage.

CUT to **CU** Host.

(Racing report: NSX Race Car, IMSA Camel Lite Car, Formula 1, Supercross. Segment to be written by Gerard)

CUT to **CU** Host.

HOST:

Recently, Mr. [first name?] Kawamoto, President and Chief Executive Officer of Honda Motor Company, spoke to American Honda's managers and Vice Presidents at our corporate headquarters. Mr. Kawamoto's speech was followed by a question and answer session, where he gave his views on the company's future.

CUT to CU Mr. Kawamoto at podium. **INTERCUT** with stock footage of Honda employees at work.

KAWAMOTO:

This is the time for us. It's not necessary to stick with the past successes. Because the business environment - people - culture - world - everything is quickly changing.

We have a precious example in Detroit and we should not neglect that fact. And so from here on, our company should live on, of course, and for that we think we need to be more and more efficient, and make use of our time in a very, very, effective manner.

The founder, Mr. Honda - at this moment he does not have much stock, but he was a big shareholder before - but even at that time, he was not saying, just "much profit for me." Under his direction, under his philosophy, under our endeavor, it's become happy and we share the joy. the starting point was Mr. Honda, and if we will apply that philosophy in this country, that's really the answer.

The leading factors will be philosophy, company culture, and technology.

CUT to CU Host.

HOST:

Speaking of technology, Acura is continuing to build on the strong success of its existing models, by adding a new car to its lineup: the 1992 Vigor sports sedan. The four-door Vigor is the ultimate in automotive technology, bringing a new level of performance and refinement to the personal sedan class.

ADO Vigor from infinity to full screen.

HOST (V.O.):

The Vigor is powered by an all-new, all-aluminum 5-cylinder engine, producing 176 horsepower. A dual-stage induction system increases torque and programmed fuel injection ensures efficient operation under all driving conditions.

The new engine/transmission package is oriented longitudinally to achieve the ideal 60/40 weight balance for a front-wheel-drive sports sedan. A racing-inspired double-wishbone suspension system and a speed-sensitive, variable-assist, power rack-and-pinion steering system deliver precise, responsive handling, combined with excellent ride quality.

A 5-speed manual transmission is standard, while an electronically controlled four speed automatic is available as an option.

The exterior of the Vigor was designed to blend the performance-oriented profile of a sports coupe with the luxury and convenience of a four-door sports sedan. A longer wheel base provides balanced, stable handling. Carefully sculpted lines help minimize air resistance, reducing wind noise and increasing fuel efficiency.

All Vigor models feature a driver's side supplemental air bag. The unit-body chassis is designed with crumple zones, to help dissipate energy in the event of a collision.

Four-wheel disc brakes provide stopping power, and a Honda-designed anti-lock braking system helps the driver retain steering control during hard braking.

The interior is luxurious as well as functional, with a spacious feeling and high driver visibility. Controls are positioned for easy access and designed for quick, precise operation.

Interior comfort is assured in all weather conditions by a high capacity air conditioning and heating system on all Vigor models. Other standard features include cruise control, power windows and door locks, a theft-deterrent system, a tilt-adjustable steering column, an illuminated entry system, and a lighted trunk.

The standard Vigor audio system is an 8-speaker am/fm stereo/cassette unit with an anti-theft feature. The GS model adds a digital signal processor, which electronically emulates the acoustic characteristics of six common listening environments. An in-dash CD player is available for the LS model, and a six-disc CD changer and a hands-free cellular phone are available for either Vigor model.

The Vigor sports sedan with a manual transmission achieves an impressive 20 mpg city and 26 mpg highway, while the automatic version achieves an equally impressive 19 mpg city and 25 mpg highway.

CUT to CU Host.

HOST:

There are now about 8 million Honda and Acura automobiles in use across the U.S. With every passing year, American Honda's new models reach a higher level of technological sophistication. All of which raises a key question: How can American Honda develop more technicians capable of repairing today's cars? One answer is the PACT program, which recently produced its first graduating class in Southern California.

CUT to CU Ann Hutchinson, AHM PACT Coordinator. Throughout this sequence of speakers, **INTERCUT** with shots of technicians working on cars.

HUTCHINSON:

The PACT program stands for Professional Automotive Career Training. It's a training program that's a partnership of schools, American Honda, Honda and Acura dealerships, and students. It's a program designed to develop people entering the trade into quality, entry-level technicians and to lay the groundwork for future leaders.

CUT to CU Jim Roach, AHM Sr. Mgr., Field Service.

ROACH:

We supply tools, equipment, curriculum, manuals to the schools, also automobiles. And the dealer provides a place for the technician to work and also pays a portion of his tuition, at the same time paying him for the portion of the time he's employed by the dealership.

CUT to CU Mike Slavich, Rio Hondo College, Automotive Technology

SLAVICH:

We have a wonderful dealer network with great support, they're the ones that supply the jobs, we supply the training here at Rio Hondo College, and then between the two of us, we come up with a new technician to introduce into the Honda/Acura store.

CUT to CU Ann Hutchinson.

HUTCHINSON:

The program is a two year program. It's a college degree program. The students spend 8 to 10 weeks in the classroom. Then they spend 8 to 10 weeks at the dealership. And then they're back at school. And when they're in school, they take the automotive courses about half the time and academic courses the other half.

CUT to CU Mike Slavich.

SLAVICH:

The PACT program will not only give you an experienced technician on the product line of Honda/Acura, it will also give you a well-rounded technician.

CUT to CU Jim Roach.

ROACH:

One of the key reasons that the PACT program was initiated was that dealers across the nation found it difficult to find trained personnel to repair the cars that came into the service departments. And through the years, the situation never really got any better. So the grow your own philosophy was adopted.

CUT to CU Mike Slavich.

SLAVICH:

Not anybody can go through this program and become a winner. It takes a lot of time, a lot of work, a lot of effort on the student's part.

CUT to graduation sequence, speakers. Begin with **CU Ann Hutchinson** at podium.

HUTCHINSON:

This really is a historic event. This is the first PACT class in the country to graduate.

CUT to **CU Mike Slavich**.

SLAVICH:

I have led this group of PACT students through two years of training, and today is their day to move on.

CUT to **CU Paul Pugh, AHM, Sr. Mgr., Acura Svc,** at podium.

PUGH:

In our business there isn't any magic. What it boils down to is fundamental things: either you can fix the car or you can't. It sounds very simple but it's difficult to do. And I think that's we're about today, is we're trying to develop a very professional cadre of people that are going to be in the Honda and Acura family to work with us.

I welcome you to the Acura family, congratulations, and thank you for the opportunity.

Series of quick **CUTS**, awards given to exceptional graduates.

CUT to group shot of class. **SUPER:** "Congratulations to the First Class of PACT Graduates!!"

CUT to **CU Host**.

HOST:

While new careers are being launched at American Honda, others are coming to an end after long years of service. (Start James Bond theme) We now bid a fond farewell to Tak Ageno, Employee double-O-7.

CUT to M.C. at podium.

M.C.:

Tonight, with mixed emotions, we are gathered to celebrate the retirement of a very familiar face, one that has dedicated over 30 years to American Honda. I'm going to ask Becky & Tak to please come on stage. Becky & Tak, please come up.

CUT to Becky & Tak coming up. Applause. James Bond Theme.

CUT to CU Host.

HOST:

Time now for more racing. We go to Phoenix International Raceway, long time home of the indie cars.

CUT to shots of sunrise, track, drivers getting into cars.

HOST (V.O.):

Sunrise brings more than just the dawn of another race day. The crowd looks like any other race day crowd. The drivers look like any other drivers.

CUT to Ed Begley, Jr., Paul Harvey.

HOST (V.O.):

And there are the usual amount of stars and dignitaries. But something's very different. Because this is the 1991 Solar & Electric 500 -- and the winner was a Honda Civic CRX, powered not by an engine but by a battery.

CUT to men looking over a car before race.

MAN #1:

This car will do what, 45-50?

MAN #2:

Yes.

CUT to crews prepping cars for race.

CUT to driver at wheel of car.

DRIVER:

You turn the key on, you step on the gas, and it just takes off, no noise, you don't know when to shift, you gotta look at the speedometer.

CUT to race starter.

STARTER:

Ladies and Gentlemen, let the sun start your engines!

CUT to CU, starting flag.

CUT to sequence of race in progress, cars, crowd reaction.

CUT to a car, going out of control, spinning out on track.

CUT to CU, its driver.

DRIVER:

I'm going somewhere about 60 miles an hour, my speedometer blinks about 60, since it's electronic. I'm doing about 60-65, and blew a rear tire, so it threw me into a spin.

CUT to more race footage.

CUT to CU Ed Begley, Jr. in stands.

BEGLEY:

I have two electric cars, I haven't bought a gallon of gas in a year and several months. It's definitely possible, it's possible today.

CUT to more race footage.

CUT to shots of kids and senior citizens in toy cars.

CUT to CU, Man #3.

MAN #3:

Some day you'll be able to go into your local Max Charge station and you give them your Max Charge card, and they hook this thing up to your car and go, Zap!, and in two minutes, you've got another 60 mile range.

CUT to **SLO-MO**, racing car drivers, slapping five. **FREEZE FRAME**

CUT to CU Host.

HOST:

In 1973, Honda Japan came up with a new method for addressing problems in the workplace. It was called "NH Circle". NH Circle is based on the concept that Honda management values employee input and wishes to foster a positive attitude in the workplace. Employees' suggestions are not only solicited, but actually implemented. Basically, NH Circle activity involves a small group of employees working together to solve a problem. A case in point: a group called "Waste Watchers" at the Marysville, Ohio plant, where NH Circle was first introduced to American Honda in the mid-80's.

 CUT to Marysville employee, standing outside plant.

EMPLOYEE:

We started recycling our cardboard here at our Marysville auto plant on August 22, 1988, but the idea originated back in 1986 in September, when several people in our material service department decided to start an NH Circle on recycling, and that's become part of that.

CUT to Marysville employees, recycling cardboard.

EMPLOYEE (V.O.):

And it's been very successful now. We've been doing it for 23 months. We've been able to save the company a tremendous amount of money. We've also done a tremendous part in helping preserve our natural resources and protect our environment.

CUT to wide shot, field of trees.

EMPLOYEE (V.O.):

And so far in this project, we have saved between 60,000 and 70,000 trees from being destroyed, which is something everybody here at Honda's proud of.

CUT to employee in plant, demonstrating recycling gadget.

EMPLOYEE:

This strange looking instrument you see here is a hook which I designed at home. It's nothing but aluminum tubing with a bicycle handle grip on it and a bolt that is sharp at the end of it, and I made these for all the trash haulers so we could reach down inside the dumpsters to grab the cardboard we couldn't reach by hand.

CUT to Employee outside plant.

EMPLOYEE:

This started out as an NH Circle project and we were probably responsible for being the stepping stone to recycling at Honda, but it's now become a total Honda effort . . .

CUT to GRAPHIC: "Recycle"

EMPLOYEE (V.O.):

. . . because every Honda plant within the U.S. is currently recycling some kind of commodity .
..

CUT to GRAPHIC of Honda logo

EMPLOYEE (V.O.):

. . . and being very successful at it.

CUT to Waste Watchers NH Circle receiving Ohio governor's award.

OHIO GOVERNMENT SPOKESMAN (OFF-CAMERA):

Waste Watchers successfully developed and implemented a program to recycle corrugated cardboard, as the governor said. A major communication and training program was undertaken to introduce the program to other Honda associates.

CUT to CU Host centered.

HOST:

Anyone can be a part of NH Circle activity. All it takes is a willingness to be a creative problem-solver.

CUT to two women employees in Oregon sweatshirts at podium.

WOMAN:

You can make changes and you can make a difference. As they say, who knows how to do your job better than you? And this is a real good tool for saying, these are the changes I'd like to see made, and if you go through all the processes and get all your ducks in a row, there's hardly any way they can say, 'sorry, but that won't work.'

CUT to shots of employees at conference tables.

HOST (V.O.):

If you stop and think, you probably already know of improvements which can be made in your department. Guidelines for organizing an NH Circle are coming right up.

CUT to FULL SCREEN LETTERING: For more information, please contact your divisional NH circle facilitator, or corporate training and development 213-783-2137.

CUT to CU Host.

HOST:

Marysville became part of Honda history once again on May 10, 1991, when the motorcycle plant reached a milestone.

CUT to introductory speaker at podium. Throughout sequence of podium speakers, **INTERCUT** with footage of motorcycle production at Marysville.

INTRODUCTORY SPEAKER:

The reason we're here today is to celebrate a big event at the Honda motorcycle plant: a celebration of the 500,000th unit produced here. It's been a big accomplishment. I'm glad you're all here.

CUT to Bill Kalb, Plant Manager, at podium.

KALB:

A special thank you to all of the motorcycle associates, our HAM support groups and plants, all of the Honda companies, and suppliers. Because of your teamwork, we were able to produce the 500,000th unit.

CUT to Brian Newman, Ana plant, at podium.

NEWMAN:

The motorcycle plant has shown its world leadership in producing quality products built by quality people. Your team has demonstrated over the past 12 years that you can successfully compete not only in the U.S. market, but in a very demanding global market.

CUT to Yoshi Shibuya (check name), VP, Motorcycle plant, at podium. Use subtitles.

SHIBUYA:

This is a big event for us. We have produced many different models, which has helped us gain much experience and know-how. This is a great asset for us.

CUT to Ray Will at podium.

WILL:

Quality and commitment still thrives at the motorcycle manufacturing plant today. On behalf of all the Marysville associates, I'd like to say congratulations on behalf of your 500,000th. Thank you.

CUT to Bill Kalb at podium.

KALB:

Okay, the 500,000th unit!

CUT to 500,000th motorcycle, brought down ramp to applause.

CUT to Mr. Yoshino, President, at podium. Use subtitles.

YOSHINO:

Today is a day for celebration. But it is not a time to stand still. Because tomorrow, there'll be more challenges. Keep up the good work.

CUT to Brian Newman at podium.

NEWMAN:

We are looking forward to the one millionth unit, so please continue your fine efforts, and congratulations.

CUT to group shot of employees with 500,000th motorcycle.

CUT to CU Host.

HOST:

As you may know, Honda associates not only manufacture motorcycles, they also ride them. In fact, Honda has its very own motorcycle club. Recently, the members of that club became unlikely partners with the members of a very different kind of organization -- namely, the Sierra Club.

CUT to Paul Slavik, Honda Rider Education Dept.

SLAVIK:

Hi. I'm Paul Slavik with Honda's Rider Education Department, and we're here in the San Bernardino National Forest in the Arrowhead district, and we're participating in a joint project with the Sierra Club and the Honda Motorcycle Club. As far as we know or anybody else we've talked to, this is the first time a motorcycle club and the Sierra Club have gotten together on a joint project.

CUT to Alice Krueper, Sierra Club. **INTERCUT** with footage of Pacific Crest Trail

KRUEPER:

Hi, I'm Alice Krueper from the San Gregorio chapter of the Sierra Club. Our little chapter covers San Bernardino and Riverside County. Years ago, I really became engrossed, enchanted, entranced with the Pacific Crest Trail. Now this trail goes of course 2658 miles from Mexico to Canada, and through the San Bernardino Mountains we have almost 100 miles of trail. There's a lot of work that needs to be done on it to continually maintain it. The public agencies just don't have the funds to do it and so volunteers have pitched in to try to do what we can do.

CUT to Steve Ellis, President, Honda Motorcycle Club.

ELLIS:

Hi, I'm Steve Ellis, and I'm president of the Honda Motorcycle Club.

CUT to workers filling erosion in creek bed.

ELLIS (V.O.):

What we're doing here right now is, we're going to take this TRX 300 4 wheel drive, we're going to go back into a creek bed and pull some rocks out of there and fill some erosion that was in a road that was used before. And that road will then be closed once the dirt is covered back over the rocks.

CUT to work sequence with banjo breakdown music.

CUT to John Wambaugh, Off-Highway Vehicle Coordinator, San Bernardino National Forest.

WAMBAUGH:

This was an excellent project. I'm very pleased.

CUT to Steve Ellis

ELLIS:

Working hand in hand with the Sierra Club really is a great deal here. We really want the same thing. We just find that we choose a different vehicle.

CUT to CU Host.

HOST:

From the Honda motorcycle club we go to motorcycle racing. Once a year the top riders in the world come to Monterey, California, as the Laguna Seca International Raceway hosts the U.S. Grand Prix, the only motorcycle GP event in North America. This year, as in the past, Honda motorcycles and their riders ranked among the leaders.

CUT to race sequence, motorcycles and spectators.

CUT to Honda spokesman #1.

HONDA SPOKESMAN #1:

Honda's involvement at Laguna Seca is a complete involvement, featuring a lot of people from the company.

CUT to spectators, milling about on Honda Island.

HONDA SPOKESMAN #1 (V.O.):

Everybody here involved, including Motorcycle Parts, Accessories, and Facilities Services, has gone the extra mile to make this a very special show for the consumer here at Laguna Seca.

CUT to Honda spokesman #2. **INTERCUT** with spectators on Honda Island.

HONDA SPOKESMAN #2:

People have come here from all over the state, in fact all over the world, and it's a bit of a good feeling for Honda to see the way everyone's pulled together for this event. We've pulled sales, we've pulled service, we've pulled parts, everybody's worked together here and really made this a typical 100% top notch Honda operation.

CUT to Honda spokesman #3. **INTERCUT** with spectators on Honda Island.

HONDA SPOKESMAN #3:

The Laguna Seca race event here is one of the greatest events for the future of motorcycling. The clientele that's here is well educated, they're riding beautiful performance motorcycles, they're well-dressed, with appropriate riding apparel, they're wearing helmets, the people that are here are not rowdy, they actually represent a very positive image for motorcycling, and we believe that this type of event is gonna help American Honda increase its sales, which it's already started.

CUT to race sequence, motorcycles and spectators.

CUT to **CU** host.

HOST:

At the finish, it was Honda's Mick Doohan in second place. Honda's Wayne Gardner is currently fourth in total world GP points.

CUT to Honda Interviewer with Wayne Gardner.

HONDA INTERVIEWER:

It's a pleasure to have Wayne with us here.

Quick **CUT** to race footage - motorcycles - to cover jump cut of interviewer.

HONDA INTERVIEWER (V.O.):

I think it's tough to describe one of these motorcycles, how fast it is. Can you give us an idea?

CUT to Honda Interviewer with Wayne Gardner.

HONDA INTERVIEWER:

What kind of horsepower does it have and what's it feel like to twist the throttle?

GARDNER:

Well, you know, they're weighing 130 kilos this year, a little heavier than last year, and they've got around 180 horsepower. So I guess that's about 3000 horsepower under the hood of your family sedan car. So if you can imagine, it's about 20 or 30 times more powerful than your car.

CUT to race sequence - motorcycles and spectators.

CUT to Honda spokesman #4.

HONDA SPOKESMAN #4:

It's a lot of fun, a lot of excitement, a lot of people here, we're having a good time. Sorry you're not here.

CUT to CU Host.

HOST:

This year Honda once again helped sponsor the South Bay Classic. It's a very different kind of sporting event with a very special purpose.

CUT to M.C. at podium.

M.C.:

The South Bay Classic is a golf tournament, the most unique, one of a kind, fundraising golf tournament in the history of the South Bay. Our mission for this event is to help the youth in our South Bay communities fight drugs.

CUT to golfers.

M.C. (V.O.):

Several years ago, I was exposed to a father's most devastating experience when he had learned that his son was found dead due to drugs. Witnessing this hurt which is impossible to describe, I decided that somehow, some day, I would want to find people who care, to participate in a one of a kind event that would be enjoyable and at the same time raise enough money to help the kids of our own communities to fight drugs.

CUT to donation of proceeds ceremony, people shaking hands, guests at dinner tables applauding.

CUT to CU Host.

HOST:

A little earlier, we showed you how the PACT program is helping aspiring Honda technicians to obtain college degrees. Honda also supports college education through another unique program called the Campus All-Star Challenge.

CUT to Deborah Hammond, Co-Director, Campus All-Star Challenge.

HAMMOND:

The Campus All-Star Challenge is an academic quiz program. It's a competition between various members of historically black colleges and universities. And they all have opportunities to win money - cash, prizes - for their home institutions.

CUT to shots of college campus.

HAMMOND (V.O.):

Honda Corporation has financed the whole project in its entirety. They have contributed over a quarter million dollars to this particular project and we are eternally grateful for their support.

CUT to Dr. Marshall Grigsby, President, Benedict College, Columbia, South Carolina.

GRIGSBY:

We are all grateful to Honda Motor Company of America for making this opportunity possible, and for helping us to showcase the talent that exists in America's historically black colleges and universities.

CUT to Campus All-Star Challenge in progress.

MODERATOR:

Here's how we play. There are two types of questions: concepts worth ten points apiece and bonuses worth the stated number of points. If there are conflicting answers on a bonus, the captain will speak for the team. Concept: you're reading the Koran. For ten points, what word means God?

CAPTAIN:

Howard James.

JAMES:

Allah.

MODERATOR:

Correct. Ten points.

CUT to **CU**, student interviewee.

STUDENT #1:

I think that I will have great memories that I will use always.

CUT to **CU**, second student interviewee.

STUDENT #2:

We're having a great time. We're learning a lot, we're meeting a lot of nice people, and it's great to be with so many students from predominantly black institutions.

CUT to Campus All-Star Challenge in progress.

MODERATOR:

For ten points: Name this Baltimore Oriole who --

CAPTAIN:

Langston Harper.

HARPER:

Frank Robinson.

MODERATOR:

Correct.

CUT to **CU**, third student interviewee.

STUDENT #3:

I'd like to thank American Honda for its sponsorship. They've done an outstanding job, and without them it wouldn't be possible.

CUT to **CU**, fourth student interviewee.

STUDENT #4:

Thanks, Honda.

CUT to CU Host.

HOST:

Ideally, the educational process should begin at an early age. With this in mind, the city council of Torrance, California has been encouraging local businesses to get involved in public education by adopting schools -- such as the Yukon School, recently adopted by American Honda.

CUT to students singing "Of Thee I Sing". **INTERCUT** with kids' artwork on banner, "Yukon School welcomes American Honda".

CUT to series of speakers at podium, starting with girl student. **INTERCUT** with reaction shots of students in audience.

STUDENT:

I want to take this time to thank Honda for adopting our school. I think that working with Honda will not only help us learn to communicate with adults, but also to work together as a group to make our goals come true. So we thank you, Honda, for remembering us little ones.

CUT to school board president at podium.

PRESIDENT:

And I'm just delighted on behalf of the board and the administration to be part of it and I congratulate Yukon school and Honda today. Thank you.

CUT to second girl student at podium.

STUDENT #2:

And who knows, we just may be the future board of the directors at American Honda Corporation.

CUT to Mayor of Torrance at podium.

MAYOR:

I think you're going to be pleased with your adoptive parents, because they're a group of very enthusiastic people who like to reach out and do things that are constructive but are also fun.

CUT to Harold Vann, Honda Community Relations, **INTERCUT** with students looking over books on table.

VANN:

We would like to present to you, to your library, over 150 books that you can read and enjoy each and every time that you get a chance to come into your library here. So if you look back out there, you can see the books that we brought out for you today.

CUT to two boy students,

BOY STUDENTS:

Thank you Honda for adopting our school!

CUT to students in audience singing, "Love is something, if you give it away, you end up having more".

CUT to CU Host.

HOST:

Rubin Postaer and Associates has been American Honda's advertising agency for sixteen years. In the rapidly changing advertising business, that's practically a lifetime. What's kept the relationship alive is a willingness to take what Mr. Honda once called "the path less traveled", not only in manufacturing, but in advertising as well.

CUT to CU, Gerry Rubin in his office.

RUBIN:

I think there's a great deal of truth to a statement that goes like this: that a client gets the advertising he deserves. Maybe a more polite way of saying it is that a client gets the advertising it approves.

CUT to art gallery Honda commercial.

RUBIN (V.O.):

An agency can only recommend. We have no authority to approve. What Honda has done by allowing this process to happen is that they have created an environment for good work to flourish. So it's really to their credit that the advertising stays fresh.

CUT to CU Rubin in office.

RUBIN:

I don't know if in fact Mr. Honda, when he said in an article in the San Francisco Examiner that Honda should take the path less traveled, if he really was referencing the Robert Frost poem that said --

CUT to **FULL SCREEN ROLLUP** showing text in sync with audio.

RUBIN (V.O.):

I shall be telling this with a sigh
Somewhere ages and ages hence
Two roads diverged in the wood and I—
I took the one less traveled by'

CUT to **CU** Rubin in office.

RUBIN:

But by golly, that's exactly what American Honda does, and I think the person who set the tone, and, if you will, wove the fabric for that philosophy, was Mr. Honda.

CUT to inflatable CRX commercial.

COMMERCIAL ANNOUNCER (V.O.):

Spend even less time at the pump.

CUT to **CU** Rubin in office.

RUBIN:

You must be different if you're going to cut through. The success that Honda has enjoyed is their willingness to allow us to do advertising that does stand out from the crowd and does tell the story in a hard way but doesn't *sell* the story in a hard way.

CUT to Honda horsepower commercial.

RUBIN:

We did a commercial to demonstrate performance, and performance is executed typically by a car driving at high speed around pylons and so on. In this case the car stood still and we simply ran a series of horses by the automobile to tell the story of horsepower, in this case 104 horses.

CUT to Jay Leno, Tonight Show monologue,

LENO:

Have you seen this Honda Ad which features the Stealth Bomber? You know the one I'm talking about? Gee, I wonder how the Russians got hold of our secrets, huh?

CUT to ABC Nightly News, Peter Jennings.

JENNINGS (V.O.):

If the sight of the Stealth Bomber seems vaguely familiar to you -- yes, this is the Honda commercial which has been running for quite some time. Maybe someone in the ad agency had a cousin who worked for Northrop. At any rate, if you've also been wondering how close Honda came . . . very close.

CUT to **CU** Rubin in office.

RUBIN:

Here's another example of courage, not by us, because we only recommend, but by Honda, to approve. Because several things could have gone wrong.

CUT to ABC footage of Stealth Bomber.

RUBIN (V.O.):

Because this was before Northrop in fact had introduced the real stealth. We could have aroused the ire of Northrop. We could have caused the agitation of the U.S. Air Force. In fact, none of those things happened.

CUT to Honda Stealth Bomber commercial.

COMMERCIAL ANNOUNCER (V.O.):

Shrouded in secrecy for years, the Stealth Bomber will soon be introduced to the public. For the record, we introduced ours first.

CUT to **CU** Rubin in office, shows storyboard of print ad.

RUBIN (SYNC.. V.O.):

Again, an example of a very courageous client, allowing an advertisement to run in which there is no logo, no identification of who the client is. But in this case, we're selling the concept of reliability. All the reader has to do is look under R in the dictionary, and what do they discover? A Honda, under reliability.

CUT to **CU** Rubin in office.

RUBIN:

You know, when you're fighting for attention, you have to dare to be different, dare to take the path less traveled by. Certainly, the art gallery, the Stealth Bomber, I think even the commercial that is running now with the arrows . . .

CUT to Accord commercial with arrows.

RUBIN (V.O.):

. . . with all the marksmen shooting at the Accord but missing, again, it's a stationary automobile, but it tells a very convincing story.

COMMERCIAL ANNOUNCER (V.O.):

The Accord from Honda. Once again it's what the competition is shooting for. Nice shot.

CUT to CU Host.

HOST:

This edition of In Motion has really lived up to its name, with races featuring all kinds of vehicles. But if you think you've seen it all, guess again. For our final race segment, we go to Baker, California, where police departments from all over the state sent their relay teams to race on foot through the blistering heat of Death Valley en route to the finish line in Las Vegas. This year, American Honda was represented by a team from the Walnut Sheriff's Department. We wish them luck and hope they brought lots of water along.

CUT to runners standing around at starting line.

CUT to a runner, getting ready for start.

RUNNER:

Man, I hope I feel the same now as I do when I get to the end, as long as I make it down there.

CAMERAMAN (V.O.):

Good Luck.

RUNNER:

Thanks.

CUT to starting gun going off, race beginning.

CUT to race sequence, runners, road, cars, desert.

CUT to runner seen at start of race, now running along road.

CUT to race sequence (cont.).

CUT to same runner once more, now at the end of his leg, handing off baton.

CUT to race sequence (cont.).

CUT to another runner, sitting on trailer bumper, out of breath.

RUNNER #2:

I don't know why I let them talk me into this thing every year.

CUT to Las Vegas, nighttime, a runner passing his baton.

CUT to CU marquee, Hacienda Hotel, saying "Welcome LAPD Challenge Cup Relay VII Finish Line".

CUT to crowd cheering at finish line.

CUT to CU Host.

HOST:

You might remember that old song called "I Love a Parade." And if you're one of those parade lovers, you're really going to love this next segment.

CUT to Torrance parade banner hanging on light pole

CUT to Jerry Sorich, Honda Community Relations

SORICH:

We're here inflating balloons for the 32nd Torrance Armed Forces Day Parade.

CUT to employees inflating balloons.

SORICH (V.O.):

We've got 130 Honda employees that have joined us in this fun-filled exercise, we've got 10,000 balloons, 5000 United States flags, in about an hour and a half we'll have the Honda troops head down Torrance Boulevard - the parade route's about a mile long - distributing balloons to the crowd and flags to the crowd.

CUT to children being interviewed.

INTERVIEWER (OFF-CAMERA):

Looking forward to the parade?

KIDS:

Yeah!

They turn around, revealing American flags on their T-shirts.

CUT to parade sequence, parade participants and spectators.

CUT to Harold Vann, Honda Community Relations.

VANN:

We're just having a fantastic time out here and enjoying the day and getting the chance to enjoy the troops for a very worthy cause.

CUT to Jerry Sorich.

SORICH:

Up to this point, I think everybody's having a great time, and we're looking forward to doing this again next year at the 33rd Armed Forces Day parade.

CUT to **CU** of Host.

HOST:

Well, that's our show. We're going to leave you with a montage of all the different competitions Honda's been involved with lately, both in the sports and the academic arenas. Until next time this is [name] for In Motion.

CUT to montage, motorcycle and car races, Baker-Vegas footrace, Campus All-Star Challenge, Broderick Cup, South Bay Golf Classic.

CUT to credit, "Produced by . . ."
