

HONDA SUN RUN X

RUN DATE: IMMEDIATE

LENGTH: 60 SECONDS

SFX: Beginning audio and first two lines of Rihanna's song, "Diamonds"

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ANNOUNCER: How would you like a car that looks like a diamond? Introducing Honda's newest car, Sun Run X, a car made of solar panels that shines bright like a diamond!

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SFX: Audio of "Diamonds" plays in the background with no lyrics

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ANNOUNCER: The Sun Run X is rated top safety by Kelley Blue Book, has an automatic breaking safety system, and side sensors. Our car's exterior is made of solar panels and utilizes the power of the sun as well as regular gas to power the car.

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SFX: Car sputtering as if it is about to shut down from lack of gas. Then returns back to the audio of Rihanna's song.

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ANNOUNCER: You won't have to worry about running out of gas anytime soon. The Sun Run X uses both solar power and traditional gas so it takes longer for a car to run out of gas. All you need to do is let your car sit out in the sun and soak up the sun's rays. The car automatically uses solar power so there's no need to press a button or flick a switch.

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SFX: Elephant blowing his trunk, then return back to the audio of "Diamonds"

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ANNOUNCER: Hear that elephant? By driving this car, you will be emitting less carbon dioxide into the atmosphere and you'll help create a better world for all people and animals. Visit your local Honda Dealer and get your Sun Run X today!

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SFX: Play one verse of the chorus of Rihanna's "Diamonds"