

BETTER / LAUNCH / 60

This spot features various moments of real people creating innovative new products as well as the engineers at Honda innovating to make a better Honda Civic.

SHOTS MIGHT INCLUDE: THE WATER SWING, MODULAR KITE, HOVER CRAFT, ASIMO ROBOT, SQUIRREL SUIT, HONDA JET, FOLDING BICYCLE, COLLAPSIBLE BABY STROLLER, INFLATABLE WETSUIT, VARIOUS SHOTS OF THE HONDA PLANT AND ENGINEERS, INTERIORS AND EXTERIORS OF THE HONDA CIVIC.

VO:

At Honda, we know some people are never happy with the way things are.

And are always dreaming of the way they could be.

Smarter.

Faster.

Simpler.

Better.

What if it had a "thing" for that?

And a "that" for this?

Or could do what this one doesn't?

And they make it that way.

Because while the old one was good,
things can always be better.

We like those people.

They think like us.

Introducing the best Honda Civic yet.

The redesigned Civic Hybrid, Civic Sedan and Civic Si.

Made possible by Honda.

BRAND LOGO/URL