



PARA MØRE

2010 Honda Civic Tour

POCKET
GUIDE



(Para)MORE WAYS TO WIN!

HONDA FINANCIAL SERVICES PRESENTS

**The Paramore Civic Tour
O.C. Fly-Away/Fixie Ride-Away**

2 (COUNT 'EM - 2!) PRIZES

1

Trip for 2 to the Last Stop of the 2010 Honda Civic Tour
At Honda Center in Anaheim, California, September 19
Including an Up-Close-And-Personal Visit With Paramore

2

Masi Speciale Fixed Drop Bicycle
Autographed by Paramore

PHASE I: THE FLY-AWAY

Enter to win July 23 at 10:00 a.m. ET
through August 28, 2010, at 2:00 p.m. ET
(Winner announced August 2010)

PHASE 2: THE RIDE-AWAY

Enter to win August 28 at 2:01 p.m. ET
through October 31, 2010, at 11:59 p.m. ET
(Winner announced November 2010)

Enter at HFSGrad.com

NO PURCHASE NECESSARY. Sweepstakes begins at 10:00 a.m. Eastern Time ("ET") on 7/23/10 and ends at 11:59 p.m. ET on 10/31/10. To enter the Sweepstakes you must be a legal resident of the 48 contiguous United States or D.C. and be 18 or older at the time of entry. There is a limit of one entry per person and per email address/IP address. Void where prohibited. See official rules at www.HFSGrad.com for complete prize descriptions, odds of winning and full details.

IT'S NOT ENOUGH TO ROCK. SOMETIMES YOU GOTTA ROLL.

Environmentally
Forward - That's how the
2010 Honda Civic Tour
Rolls.

This is actually the fifth year the Honda Civic Tour has been not only about music and cars but ecological sensitivity, energy conservation and sustainable practices. And this is the second year that Reverb, a nonprofit organization dedicated to "greening" concert tours, has helped the Honda Civic Tour walk it like it talks it. Roll on over to the **Honda Hybrid Zone** to see what we mean.

A MESSAGE FROM PARAMORE

Hey Everybody,

Thanks for coming to the Honda Civic Tour! It's amazing to be part of it. We're so excited to share the stage with Tegan and Sara, New Found Glory and Kadawatha!

But this tour isn't just about bands. The Honda Civic Tour is one of the greenest rock tours going, and the people who run it work hard to use fewer resources, produce less waste and share information about the environment.

This year, killer prizes are up for grabs: a 2010 Honda Civic Si Coupe, which we customized, and a smokin' Masi Speciale Fixed LTD Drop Bicycle with the Paramore logo and super-cool custom paint. The Civic Si is a high-performance, low-emission, fuel-efficient vehicle (so is the bike). Both are autographed by us. You can enter to win them at FACEBOOK.COM/HONDACIVICTOUR or any of the tour stops.

We hope you'll check out the sights as well as the sounds while you're at the show. And thanks again for being here - without you, none of this would be possible.

Love,

TICKETS = ACTION

Geniuses that you are, you've already gotten your green on simply by buying a ticket to the show. That's because a portion of the proceeds from ticket sales goes toward boosting the 2010 Honda Civic Tour's capacity to make positive environmental change.

CARPOOLING IS COOL

Did you know that over 70% of the carbon footprint you're leaving by coming to the show is attributable to your drive here and back? That's why the Honda Civic Tour featuring Paramore partnered with PickupPal, a free 'n' easy way to connect fans so they can share rides.

KEEPING IT GREEN BEHIND THE SCENES

Backstage, biodegradable and recyclable products reign supreme. All the bands, crews and venue staff follow the same simple environmental guidelines. Recycling bins are clearly labeled, and a lot fewer plastic bottles end up in them because water stations are set up where thirsty tour folk can easily find them.

YOUR GREEN LEADERS

Paramore is committed to learning more about environmental sustainability and making it relevant to their fans. This is one of the biggest reasons they decided to headline the 2010 Honda Civic Tour.

Reverb is a nonprofit organization founded in 2004 by environmentalist Lauren Sullivan and her musician husband, Adam Gardner of Guster. Reverb provides greening programs for artists' tours while conducting grassroots outreach with music fans.

Honda is continuing its industry-leading efforts to address the environmental challenges of global climate change, emissions reduction and energy sustainability through a comprehensive approach that involves further improvements to gasoline-engine fuel efficiency and the development of real-world alternatives to gasoline, including natural gas and the hydrogen-powered fuel-cell car.

GREENING


GREENING

GREENING


GREENING

GREENING

GREENING



PARA
MØRE



Honda Hybrid Zone

Stop by at the show
to learn how you can
green up your act.

What's there?
We're glad you asked...



THE SUPER-FRESH 2011 HONDA CR-Z SPORT HYBRID COUPE:

Be the first on your block to peep Honda's new hybrid car; impress everyone with your newfound knowledge of the latest in hybrid technology.

SOMETHING FOR YOUR INNER BALLER: How many recyclable bottles and cans can you fire through the hoop? (It's harder than you think.)



CARBON OFFSETS JUST GOT SEXIER:

Donate and get a "Kiss Me - I'm Carbon-Neutral!" button to offset the CO₂ you emitted driving to and from the show. You'll feel better about yourself - and someone might just kiss you.

WIN AND PLUG IN: Enter to win the 2010 Honda Hybrid Zone Grand Prize - a badass Fender® Telecaster® Deluxe guitar autographed by Paramore - plus other swag that'll make your friends green with envy.



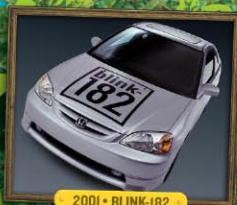
Be sure to catch Honda Civic Tour
Paramore TV between bands!

Text the crowd and see your message
center stage on the big screen!

Feed your head with cool
trivia and enviro-factoids!



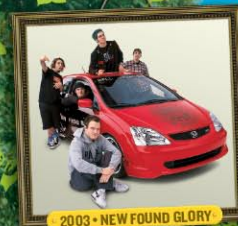
2001 • EVERCLEAR



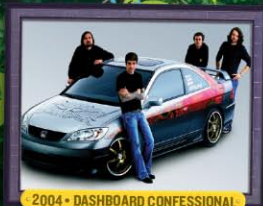
2001 • BLINK-182



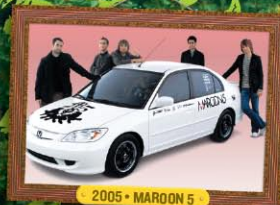
2002 • INCUBUS



2003 • NEW FOUND GLORY



2004 • DASHBOARD CONFESSIONAL



2005 • MAROON 5



2003 • GOOD CHARLOTTE



2006 • BLACK EYED PEAS



2007 • FALL OUT BOY



2008 • PANIC AT THE DISCO



FAMILY TREE

PARAMORE

eyes on the prize



Paramore's 2009 album *brand new eyes* gave the band a chance to take on what they call the "emotional roller coaster" of the last few years.

It's been quite a ride for the quintet, which formed in Franklin, Tennessee, in 2004, signed with the Fueled by Ramen label in 2005 and dropped their debut album, *All We Know Is Falling*, the same year. Their infectious, visceral pop-rock whipped audiences into a fine froth.

In 2007, after the release of their platinum record *RIOT!*, they shared stages with Jimmy Eat World and No Doubt, and rocked the Warped Tour and Bamboozle. The album scored Paramore a Grammy nomination for Best New Artist. Nonstop touring ensued, during which they recorded enough material for a 2008 live album/DVD titled *The Final RIOT!*

Producer Rob Cavallo (Green Day, My Chemical Romance) oversaw their darkly intense tune "Decode," which graced the *Twilight* soundtrack. Paramore rejoined him to co-produce *brand new eyes*, venturing into new musical – and emotional – territory, as evidenced by brutally catchy cuts like "Brick by Boring Brick" and "Ignorance." Now they're back to what they love best: Cranking it up onstage for fans old and new. The wild ride continues.

Climb aboard: Paramore.net



TAYLOR (guitar) is a Nashville native. He enjoys BBQ, caffeinated beverages and the films of Wes Anderson. He fiercely protects his "alone time" and counts Barcelona among his favorite places.



JEREMY (bass), aka Worm, aka Schizimmy Deanie, was born in Little Rock and claims he never sleeps. He's seen all the "Saw" movies and enjoys "anything dangerous," including firearms and deep-fried Twinkies.



JOSH (guitar) was born in New Jersey (like his bro, Zac). Death Cab for Cutie and Sigur Rós are among his most beloved bands. What ice-cream flavor would he be? Häagen-Dazs® chocolate chocolate chip.



ZAC (drums) was 14 when he recorded drums for the band's debut record, *All We Know Is Falling*. If he had an occupation besides playing drums for Paramore, he'd work at Target.



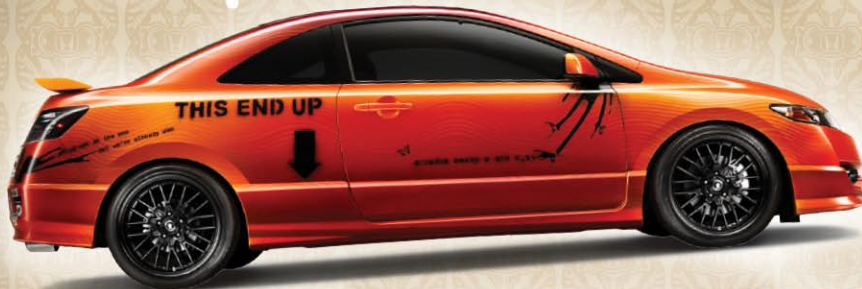
HAYLEY (lead vocals), who hails from Mississippi, joined Paramore at age 14. Her nicknames include HBomb and Hayleyball, she insists "headbanging is crucial," and she recently sang on "Airplanes" by rapper B.o.B.



PARAMORE

Honda GRADUATE PROGRAM

Riding shotgun
gets old fast.
Seeing your crew pile
into **your** car? Sweet.
The Honda Graduate Program
can make it happen.



Honda Grad Program eligibility is limited to legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age or older.



GO FROM "NEED A RIDE" TO "BE RIGHT THERE."

Get your thumbs off the phone and
your hands on the wheel with the
Honda Graduate Program.

BUY

If you think you'll hang on to your car for at least five years, get the 411 on traditional financing. This means a low down payment, *and* you can pay off the loan over a longer period of time.

LEASE

Leasing (kind of like renting) means there's no loan and you won't have to sell the car one day. *Plus*, lease payments are usually lower than loan payments.

LEADERSHIP PURCHASE PLAN

This is a unique, best-of-both-worlds financing option where your payments will be applied toward ownership and your name goes on the title. At the end of the term, you can pay a lump sum and own the car outright or turn the car in*, or you can negotiate a new deal on a new car.

*Small print: Ask your dealer about any financial obligations at turn-in.



What makes the Honda Graduate Program such a good deal?

- Flexible and competitive financing packages on any New or Certified Used Honda.
- The option to defer your first payment for 90 days (60 days interest-free*).

How do I qualify for the Honda Graduate Program?

- Have a clean credit history.
- Have a job or plan to start a job within four months of signing the finance contract.**
- Earn an associate's, bachelor's or master's degree at a U.S.-accredited college or registered nursing school.
- Have graduated in the last two years or graduate in the next four months.
- Make sure you can provide your Honda dealer with the required documents.
- Be able to put down 5% minimum.

*Small print: Available only with traditional financing.
**More small print: Verifiable proof of employment necessary.

FRIENDS TOTALLY OVER YOUR STATUS UPDATES ABOUT YOUR NEW CAR?

They're not? Because you don't HAVE a new car? Time to update your status for real. With the Honda Graduate Program, it's a breeze.

Check out Honda Care® Vehicle Service Contract coverage, which turbocharges your protection after the standard warranty expires. It's a simple, affordable plan that protects your car and your road trip, and it's fully backed by Honda's reliability, service and parts.

For more information on how to live large in a Honda, go to

HondaFinancialServices.com

or reach out to your local Honda dealer.

What Is Credit?

Simply put, credit (the foundation of financing) is the ability to buy today and pay tomorrow. It's "extended" to you when a creditor lends you money and trusts you to repay it.

How Do I Get It?



- If you don't have a bank account, open one. Managing your money demonstrates credit-worthiness.
- The longer you hold a job, the better you look to creditors.
- Apply for a retail-store or gas credit card. Once you get it, pay your bill on time every month.
- You've probably noticed applications for pre-approved credit cards in your mail. One of them might be right for you, but read the small print.
- Borrow responsibly. Too much debt can lower your credit score — meaning you might be denied credit in the future — and may even result in the loss of things you've bought on credit.

Message brought to you by Honda Financial Services

TEGAN AND SARA

Two pop-rock geniuses,
no waiting



Canadian sisters Tegan and Sara are singers and songwriters, but anyone expecting coffeehouse strumming in stereo is in for a shock: "Fiery, unhinged DIY pop rock" is how *Exclaim!* magazine described their style. You may have heard their music on *Grey's Anatomy*, *90210*, *The Vampire Diaries*, *One Tree Hill* or *The L Word*. They've been covered by The White Stripes and have toured with Neil Young, The Killers, Death Cab for Cutie and other heavyweights. Tegan and Sara's inventive 2009 album, *Sainthood*, knocked out critics and fans alike.

Go there: teganandsara.com



NEW FOUND GLORY

Fight club

Epitaph Records founder Brett Gurewitz called 2003 Honda Civic Tour co-headliners New Found Glory “the greatest pop-punk band in history.” Since they first raised a racket in Coral Springs, Florida, in 1997, the band has floored fans with an irresistible combination of hooks and power. *Not Without a Fight*, their latest album (and first for Epitaph), was co-produced by blink-182’s Mark Hoppus and Travis Barker. Its title, like the music, perfectly captures the furious fivesome’s unflagging energy and commitment. In this *Fight*, everyone wins.

Get your Glory on: myspace.com/newfoundglory

KADAWATHA

Rock’s international conspiracy of hope

In 2008, Sri Lankan-born musical visionary Daniel Kadawatha recorded a batch of songs in his trailer. When he teamed up with a group of Swedish musicians, one of rock’s most compelling new bands was born. Their hopeful, emotionally charged songs have been making believers at every stop – including Paramore, who recruited them for the Honda Civic Tour after Kadawatha opened for them in Europe.

Feel it:
myspace.com/kadawatha



146 WAS THE NUMBER PINNED TO HER DRESS.
A YOUNG GIRL BEING SOLD FOR SEX.
SLAVERY STILL EXISTS BUT THERE IS A MOVEMENT OF ABOLITIONISTS WORKING TO END IT.

Join the movement.
LOVE 146 .ORG
end child sex slavery and exploitation



VERSAEMERGE

FIXED AT ZERO Available Now!
On The 2010 VANS WARPED TOUR All Summer!

FUELED BY RAMEN



A ROCKET TO THE MOON

ON YOUR SIDE Digital Deluxe Available Now!
Includes 4 Bonus Songs + LIKE WE USED TO and MR. RIGHT Videos

FUELED BY RAMEN



TRAVIE MCCOY

LAZARUS Available Now!
Includes BILLIONAIRE Part. BRUNO MARS

Decadence
FUELED BY RAMEN

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paramore
webstore



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FUELED BY RAMEN

WHAT'S MORE FUN THAN RIDING A PCX SCOOTER?

RIDING ONE CUSTOMIZED AND AUTOGRAPHED BY PARAMORE!

**The Paramore Civic Tour
All-New Honda PCX Scooter Giveaway**



A sporty, modern profile
with room for two. It's cool!
Perfect for getting around town.
And great on fuel too!

There's even enough storage space under the seat for your helmet.

**How do you spell fun? PCX! How do you enter to win?
Go to ParamoreScooter.com or text "PCX" to 94932 now!**

Standard text-message charges may apply.

Be a responsible rider. Always wear a helmet, eye protection and protective clothing whenever you ride. Never ride under the influence of drugs or alcohol, and read your owner's manual.

NO PURCHASE NECESSARY. Sweepstakes begins at 10:00 a.m. ET on 7/23/10 and ends at 11:59 p.m. ET on 10/31/10. Open to legal residents of the 48 contiguous United States and D.C. who are 18 or older and licensed to drive. Limit of one entry per person and per email address/IP address. Void where prohibited. Visit paramorescooter.com for official rules, complete prize description, odds of winning and full details. Honda®, Honda/Wing logo and PCX™ are trademarks of American Honda Motor Co., Inc.



CRZ
SPORT | HYBRID



EVERYTHING A HYBRID IS. AND ISN'T.

Introducing the sport hybrid. Hybrids are popular. And efficiency is more important than ever. But at Honda, we refuse to turn our back on hairpin turns and manual gearboxes. So we designed a hybrid that defies logic and embraces the drive. The result is a hybrid. But also something else altogether. For more, visit cr-z.honda.com.

EX model shown with accessory wheels. © 2010 American Honda Motor Co., Inc.



FACEBOOK.COM/HONDACIVICTOUR



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