



HONDA RENEWS COMMITMENT TO WORLD'S LARGEST SURFING COMPETITION

Honda U.S. Open of Surfing® Returns to the Huntington Beach Pier, July 18 to 27

HUNTINGTON BEACH, Calif. – Honda Cars and Trucks has renewed their commitment to the world's largest professional surfing competition, the Honda U.S. Open of Surfing®. Hosting 500 world-class athletes and drawing more than 400,000 spectators over 10 days, the massive event runs July 18 to 27 at the famed Huntington Beach Pier. All of the action will be accessible live on www.usopenofsurfing.com.

“Honda is thrilled to be the title sponsor for this great event this year,” said Issaac Gooden, Manager, Honda Events and Promotions. “It’s the perfect venue to showcase the new Honda Pilot and the specially equipped SEMA-show Element. Plus, spectators can check out the special Civic Hybrid, customized by this year’s Civic Tour band, Panic at the Disco.”

With a rich history dating back to 1959, the Honda U.S. Open of Surfing boasts North America’s only six-star World Qualifying Series (WQS)-rated men’s and women’s events. Offering the highest-possible allotment of qualifying points and overall cash prizes totaling \$200,000, the prestigious competition is critical to American surfers aspiring to reach the Association of Surfing Professionals (ASP) elite World Tours. Other divisions include men’s and women’s junior contests, and longboarding.

“IMG is proud to have Honda on board again this year”, said Jennifer Lau, Event Director of IMG Action Sports. “Their commitment and support of the US Open event and surfing industry over the last 6 years has been consistent and unwavering. IMG is thrilled to be working with Honda to continue in the history and tradition of this prestigious event.”

The gargantuan Honda U.S. Open of Surfing is the international benchmark for professional surfing, boasting records including attendance, media coverage and number of competitors. The roster of champions reads like a “Who’s Who” with Andy Irons, Kelly Slater, Cory Lopez, Layne Beachley, Lisa Andersen, Rob Machado, Stephanie Gilmore and Sofia Mulanovich among other notable champions.

In 2001 International Management Group (IMG) acquired the U.S. Open and positioned it as the anchor of a massive beach lifestyle festival featuring several sports (FMX, BMX, skateboarding and volleyball), live music, fashion shows and an interactive festival spread over 12 acres. Honda joined the U.S. Open in 2003 and is one of the event’s longest-running sponsors.

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