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### **Calling Adventurers: Honda Launches “Dream Up Anything” Campaign for All-New 2026 Honda Passport**

- *All-new 2026 Passport TrailSport makes its television debut in inventive new campaign, the most off-road capable Honda SUV ever*
- *“Dream Up Anything” campaign showcases the 2026 Passport TrailSport across multiple media channels, now available at U.S. Honda dealerships*
- *Honda will host a live Reddit AMA to discuss all-new 2026 Honda Passport*

**TORRANCE, Calif., Feb. 24, 2025** – The [all-new 2026 Honda Passport](#) makes its television debut today as part of an imaginative new launch campaign. The multichannel campaign, led by the 2026 Passport TrailSport, introduces the most off-road capable Honda SUV ever, engineered to take weekend explorers further off the beaten path where their next adventure awaits: <https://honda.us/DreamUpAnything>.

“Dream Up Anything” employs a series of animated brush strokes to mirror the slope and shape of rugged terrains to draw a connection between the all-new adventure vehicle Honda engineers dreamed up and the challenging roads Passport owners will strive to conquer. The spot is set to a soundtrack by “Good People,” a single by Mumford & Sons and Pharrell Williams.

### **Campaign Elements Include Social Media Extension and Reddit AMA**

Social media will play a big role in “Dream Up Anything,” with viewers able to enjoy [several short-form videos](#) highlighting all-new features of the Passport TrailSport – the ultimate Honda adventure vehicle – from a range of storytelling perspectives. From Passport’s ingenious picnic table accessory to its front recovery hooks, the social

campaign demonstrates how seamlessly the all-new Passport TrailSport can transition from the city to the rugged outdoors.

Honda also will host a popular “Ask Me Anything” forum on Reddit on March 6 at 11am PT with Jody Suzuki, the product planner for the all-new 2026 Passport:

<https://www.reddit.com/user/honda/>. During the live AMA, Reddit users can ask Jody questions about Passport to learn insider details about the most rugged Honda SUV yet. In addition to the live AMA, Reddit posts will be live before, during and after the AMA event to provide further details on the 2026 Passport, and how the Passport can help enable rugged hobbies.

“Dream Up Anything” will be featured across multiple media platforms, from broadcast television and streaming to contextual digital media partnerships. The campaign features the *MapMyFitness Custom Challenge* sponsorship with Outside, Inc. where readers are inspired to get out on their local trails, with Outside providing an opportunity for participants to be entered to win a gift card.

Honda is airing the new spot within high-profile national sports programming including NBA and NHL regular season and playoff games. The campaign also will be featured on Hispanic media including broadcast, streaming, digital and social.

### **All-New 2026 Honda Passport**

Completely reimaged, the 2026 Honda Passport, the ultimate Honda adventure SUV, features true rugged design, authentic off-road capability and next-level versatility, coupled with exceptional on-road performance. Packed with standard equipment, including V6 power and torque-vectoring i-VTM4® all-wheel drive, the 2026 Passport is available in three very well-equipped and capable trim levels: RTL, TrailSport and the first-ever TrailSport Elite.

The new Passport TrailSport is the most off-road capable Honda SUV ever, with standard rugged features that include an off-road tuned suspension, robust steel skid plates, heavy-duty recovery hooks, all-terrain tires and more, to get weekend adventurers even farther down the trail or up a mountain.

The top-of-the-line TrailSport Elite combines authentic off-road capability with top-level feature content, including a new TrailWatch™ camera system, perforated leather seating and a 12-speaker Bose premium audio system. Full details on the all-new Honda Passport lineup can be found, [here](#).

**About Honda**

Honda offers a full line of clean, safe, fun and connected vehicles sold through more than 1,000 independent U.S. Honda dealers. The award-winning Honda lineup includes the Civic and Accord, along with the HR-V, CR-V, Passport, Prologue and Pilot sport utility vehicles, the Ridgeline pickup and the Odyssey minivan. The Honda electrified vehicle lineup, representing more than a quarter of total sales in 2024, includes the all-electric Prologue SUV, hybrid-electric Accord, CR-V, and Civic, and Fuel-Cell-electric CR-V e:FCEV. A hybrid-electric Prelude is set to join the Honda lineup late this year.

Honda has been producing automobiles in America for over 40 years and currently operates eight major auto manufacturing facilities in America. In 2024, more than 99% of all Honda vehicles sold in the U.S. were made in North America, with nearly 60% made in America, using domestic and globally sourced parts.

More information about Honda is available in the Digital FactBook.