

I've found inspiration
in the way you move.



Element
SC



I'm not
quite sure how
to take that.



It's a compliment, bro.
See, I've tried to mimic
your responsive handling
and smooth ride.



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Do you scatter when
the kitchen light
comes on, too?



What's the purpose
of a pygmy Chihuahua?



I'm an accessory.
Like a chic handbag,
a vintage necklace,
or...

A pair of socks?



No, not a
pair of socks.
I would think
you'd understand,
being so stylized
yourself.

Hold up there, Napoleon.
I'm more than stylish.
I'm also crazy versatile.



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I'm versatile, too. I can
wear a funny hat or a little
leather jacket.



Element
SC

SC model shown. ©2006 American Honda Motor Co., Inc.

Traveling these days...with the lines and the crowds and the body searches.



Flying is a pain. That's why I road trip.



Oh. I just flew in from Miami and, boy, are my arms tired!



That joke only works if you're not a duck.





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I see you here at the beach a lot.



Oh, I love the ocean.



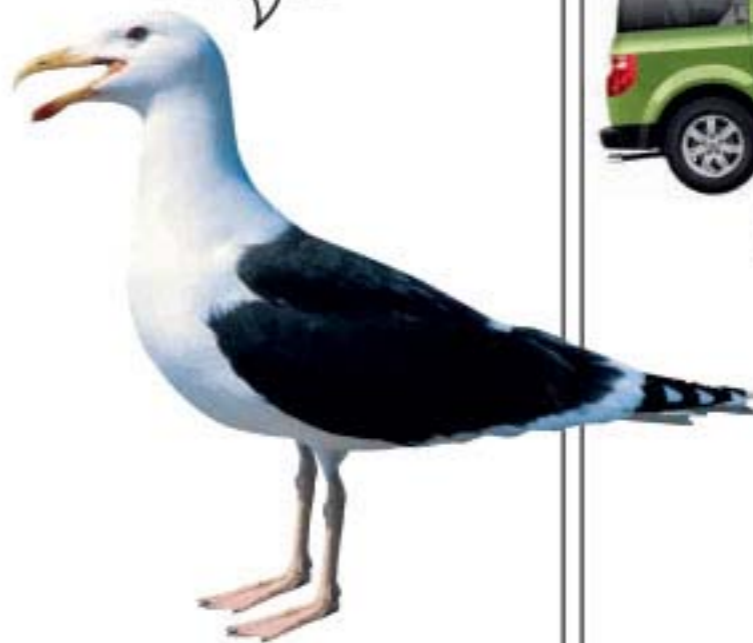
So do I, but I also like to ski in the mountains, camp in the desert and take road trips.



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Not me. Just give me the briny blue ocean and the golden sand. The sea is my one true love.



Really?



Well, the sea and greasy french fries.



Wow, you don't come across too many lions in the city. At least not this far from 64th Street.



I made a daring escape from the zoo this morning.



You're a lion on the lamb.



I'm going to ignore that... I need someone to help me learn the ropes of city life.



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I'm an SC—a new kind of Element, designed for the concrete jungle. I know the city inside and out. I'm your guy.



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Great. The first thing we need to do is find a drugstore. I need some conditioner or my mane is going to get all frizzy.



I get it.
You're hanging upside-down
because you're demonstrating
a visual metaphor.



I am?



Your inverted
position articulates how
your utilitarian, ultra-stylish
design is going to turn the
automobile world on its head.



But I'm not
upside down.
You are.



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That would explain
the splitting
headache.



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SC model shown.