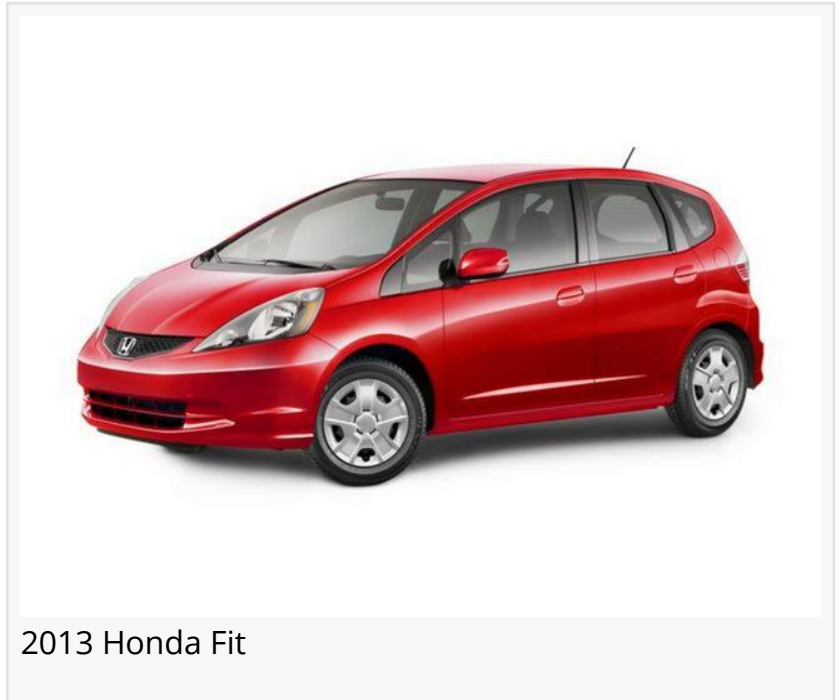


# Artists Rewires a Honda Fit into a Mixing Deck

/EINPresswire.com/ Honda pushes the boundaries of music with one of the industry's most innovative stunts.

[Team Honda in Merrillville, Indiana](#) always keeps their customers up to date on their automaker's latest innovations, and this latest announcement is worth taking note of. Drivers who dream of turning their rides into the ultimate music machine by adding a new deck, some bumping speakers, and a nice woofer in the trunk, aren't dreaming as big as Honda. The automaker has taken in-car music a step further and turned a Honda Fit into an actual mixing machine. They



2013 Honda Fit

didn't simply hook up a mixing deck to the Fit's sound system, though — they rewired the Honda's controls to do the actual mixing. Buttons, levers, and even the shifter all got electrically rerouted to create MIDI output. To push their project even further, with help from artists Honda made a giant LP turntable, complete with a giant record needle and arm, for the Fit to ride on as DJs mixed.

The Fit's sporty looking design and economical price tag made it the perfect choice for the project. The Fit is also recognized as a Top Safety Pick for 2013 by the Insurance Institute for Highway Safety.

The project was conceived by agency F/Nazca Saatchi & Saatchi to appeal to Brazil's rising class of young professionals. On choosing the direction they did, Account Planning Director Dorian Dack explains, "To credibly position the product as a car that reflects this new generation and what it stands for, we knew we had to be authentic and credible in both our message and delivery. We knew we couldn't just piggyback any sort of cultural fad and call it ours... we had to go out and risk doing something genuinely surprising, something bold. We went out on a limb. We came up with a fresh idea that expresses both what the car and its consumer stands for."

Artists Sam Spiegel and Brazilian DJ Zegon worked on creating a track to play on the rewired Fit.

With some practice, both artists said that playing the fit was relatively easy. One of the remixes featuring the modified Honda Fit in action [can be watched on YouTube](#).

Drivers who would like to test drive the 2013 Fit should [contact sales at Team Honda](#), located on E Lincoln Highway in Merrillville, just west of S Colorado Street.

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