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"If it is difficult it is worth doing" SOICHIRO HONDA















#### 1. FRONT FOG LIGHTS

Assist visibility in adverse weather conditions.

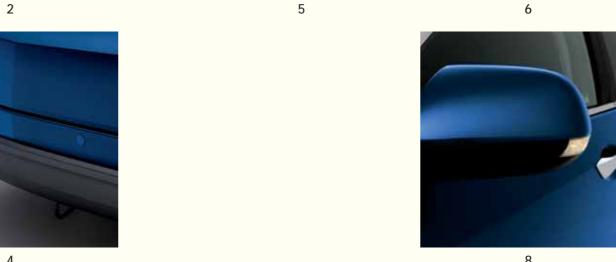
#### 2 & 3. REAR VIEW CAMERA

Rear visibility with a 138° x 91° camera located above the number plate, viewed through the Satellite Navigation screen.

## 4. FRONT AND REAR PARKING SENSORS

Four proximity sensors in the front bumper and four in the rear warn you if an object is too close by sounding an audio alarm.





### 7. RAIN SENSORS

Positioned behind the rear view mirror, sensors automatically turn on the wipers and monitor the heaviness of the rain, controlling their speed to keep your windscreen clear.

## 8. DOOR MIRRORS WITH INTEGRATED LED LIGHTS

5. HEADLIGHT WASHERS

road conditions.

6. TWIN EXHAUST

Headlights are cleaned with a high power jet, improving clarity of

Race technology exhausts complement the sporty style of the 2.4 i-VTEC EX.

Designed to give surrounding drivers clearer warning when you intend to change lane, with an electric fold-in function for getting into tight spaces. On EX grades, when you select reverse gear the passenger side door mirror automatically tilts down to help you see the kerb.

For more information on which grades these and other features are available on, please see specification pages 40-45.





#### THE MORE EYES, THE BETTER

At Honda, for many years we've been developing technology in one of the world's most advanced humanoid robots: ASIMO. Similar to ASIMO's sensor and visual recognition systems, the most advanced sensing systems can be found in the Accord's Advanced Driver Assist System (ADAS), available on EX grades. The new Accord applies this technology to minimise driver fatigue and improve safety on long journeys.

Once driving, if the pre-set distance between you and the driver ahead reduces, the Collision Mitigation Braking System (CMBS) automatically comes to your assistance. An audible and visual dashboard warning will alert you to any danger and your speed will be reduced to help avoid an impact.



#### THE MORE EYES, THE BETTER

Another measure to keep your driving experience safe and enjoyable is Adaptive Cruise Control (ACC). By using a radar device in the front grille, ACC automatically slows down your Accord if it senses the car in front is decelerating and will increase speed up to its pre-set cruise control limit if the way is clear. You can also manually adjust the pre-set speed and distance with steering wheel mounted controls.

The innovative Lane Keeping Assist System (LKAS) uses a camera mounted by the rear view mirror to sense line markings on the road. LKAS calculates the amount of steering torque required to help you keep the vehicle on track and is supported by an audible warning if you drift off course.

As with all of Honda's developments, they only operate with your interaction. We've put as many eyes as possible on the road to make your journey safer and more pleasurable.

## i-DTEC. ECONOMY AND POWER WITHOUT COMPROMISE

The i-DTEC is the latest iteration of our ground-breaking diesel engine technology. Its design mirrors our commitment to finding cleaner, purer and more advanced ways of powering our cars.

releasing smaller injections of furure after the main power boost. These added injections make the i-DTEC smoother than traditional diesel engines to deliver a truly rewarding drive.

#### NEW DIESEL AUTOMATI

n addition to offering a manual gearbox, the i-DTEC is our first diesel engine available with automatic transmission. This combines the ease and relaxatio you expect from driving an automatic with the impressive torque output and excellent fuel economy delivered by this new diesel engine.



#### i-VTEC. AN ENGINE OR A PIECE OF TECHNOLOGY?

Years of development and testing has culminated in the latest generation of i-VTEC engines. Honda view engines as more than being just the power-train of the car. i-VTEC engine that delivers an Our engines are a piece of refined technology designed to deliver everything you need for pure driving pleasure – from sheer exhilaration consumption of up to 38.7mpg.

Both come with a 6 speed manual consumption of up to 38.7mpg. and performance to lower emissions transmission which includes a shift and better fuel economy.

There are two i-VTEC petrol engines to choose from. The newly developed 2.4 litre i-VTEC engine delivers an advanced driving experience with effortless power delivery and fuel economy. and optimising the cam lift and valve timing has improved the all important intake and exhaust volume. With an output of 201PS, and a fuel consumption of up to 31.7mpg, it has the ability to

balance economy and emissions with impressive performance.

You can also choose a 2.0 litre excellent balance between power and fuel economy with a fuel Both come with a 6 speed manual indicator that informs you of the best moment to change gear in order to maximise fuel economy.

The 5 speed automatic transmission provides stress-free motoring, with the option of a steering wheel mounted paddle shift function. Increasing the intake valve diameters By selecting the 'S' mode, a sportier drive is engaged and the paddle shift takes full priority. The introduction of a new kick-down feature on the 5 speed automatic transmission also offers the driver an additional burst of speed when required.







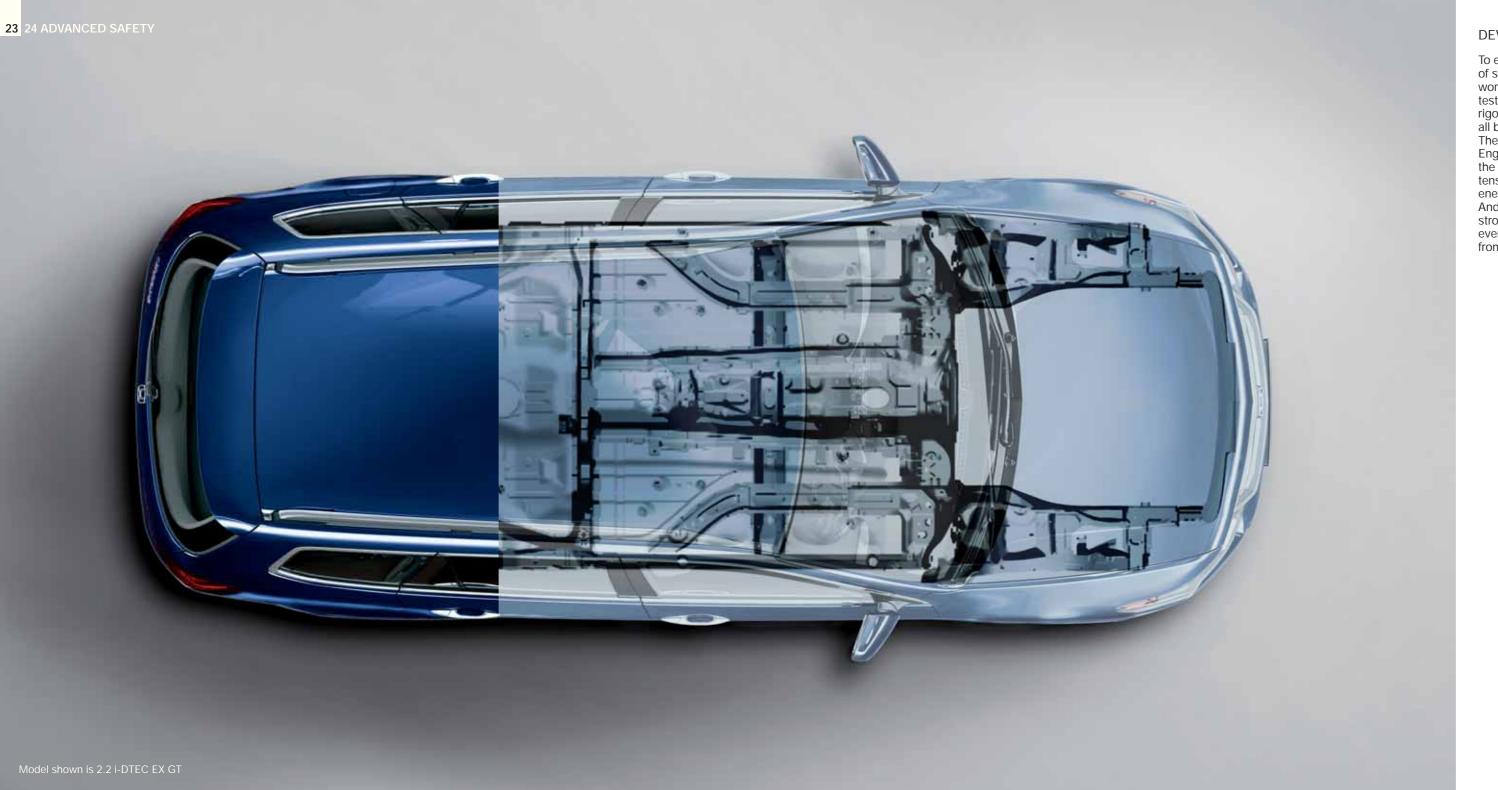


#### HOW DO YOU ENGINEER SPACE?

The new Accord Tourer gives you 406 litres of boot capacity and the reassurance that whatever you are carrying comfortably fits within the generous space. Whilst designing this refined space, our engineers considered the variety of possible needs, for maximum efficiency and ease of use. The rear seats independently fold down, smoothly recline and slide back with one motion. This delivers a flat floor, to give you a wide range of carrying options.

Within this space, you'll find an assortment of features including tie-down hooks to help secure your belongings, a tonneau cover to safely hide the contents of your boot and under floor compartments, giving you both extra storage space and additional security by hiding your valuables. Clever engineering isn't just about power and aerodynamics, it's also about safety, security, comfort and space.





#### DEVELOPING SAFETY

To ensure we remain at the forefront of safety technology, we built the world's first multi-directional crash test safety facility. The results of rigorous testing and analysis have all been applied to the new Accord. The Advanced Compatibility Engineering (ACE) structure of the car is made from 42% high tensile steel, which disperses energy away from those inside. And the high rigidity body forms a stronger protection zone in the event of a collision, protecting you from the force of an impact.









#### SAFETY IN CONTROL

A car with impressive looks and performance should have equally impressive safety features.
Large rear brake lights ensure those behind you have clear warning of your actions.
Unavoidable impacts trigger a series of safety features to help keep you protected. Front and side airbags are controlled by an intelligent Supplemental Restraint System (SRS) which recognises where the impact has occurred, and inflates those airbags required to give you all round protection. We've also thought about who may be sitting in the passenger seat. Airbag deployment can be adapted to give maximum protection for children in a child seat, giving you even more peace of mind.

Three-point Emergency Locking Retractor (ELR) seatbelts with load limiting pre-tensioners tighten to limit body movement. Active head restraints move forward on rear-end impact to support the neck area, reducing whiplash. In addition, safely hidden from view in the rear child seat anchor mount, is a lock to gain access to the boot space in case of emergencies. Simply insert the main ignition key, turn, and the boot will open.

#### 2.0 i-VTEC ES (PETROL) 2.2 i-DTEC ES (DIESEL)

The ES grade is available with manual or automatic transmission in combination with the diesel or petrol engines.

It comes with the following features as standard:

16" alloy wheels

Cruise control

Climate controlled air conditioning

Vehicle and Trailer Stability Assist (VSA & TSA)

Front and rear electric windows

Interior and perimeter alarm system (CAT 1)

CD player

Electric adjustable and heated door mirrors

Auxiliary socket for MP3 connection



Model and interior shown is 2.0 i-VTEC ES automatic



## 1. POWER FOLDING DOOR MIRRORS

These door mirrors include an electric fold-in function for getting into tight spaces.

#### 2. VEHICLE STABILITY ASSIST

This active safety device is a form of traction control that helps to stop your vehicle from skidding.







3. MULTI-JOG DIAL

Positioned on the centre console is a rotating multi-jog dial which allows you to control a series of functions, including climate control and audio, which includes the CD player fitted as standard.

#### 2.0 i-VTEC ES GT (PETROL) 2.2 i-DTEC ES GT (DIESEL)

The ES GT grade is available with manual or automatic transmission in combination with the diesel or petrol engines.

In addition to the ES grade specifications, the ES GT also comes with:

GT aero kit includes front spoiler and side skirts

17" alloy wheels

Sports suspension

Front fog lights

Privacy glass

Alloy gear knob

Sports upholstery

Bluetooth® Hands Free Telephone (HFT) system<sup>†</sup>

Auxiliary socket and USB port for MP3 connection\*

Ambient interior lighting Leather steering wheel

#### **Optional Advanced Navigation Pack**

Voice recognition DVD Satellite Navigation

Integrated Bluetooth® Hands Free Telephone (HFT) system<sup>†</sup>

Rear parking camera

10 speaker Premium Audio System with 6 CD player

GPS dual automatic climate control



Model and interior shown is 2.2 i-DTEC ES GT manual with optional Advanced Navigation Pack



<sup>†</sup> For a list of compatible phones, please refer to www.hondahandsfree.com

\*Always use the recommended USB flash memory device. Some USB flash memory devices will not work in this audio unit.



Responds to voice commands to find the best route for your journey (optional).

#### 2. FRONT FOG LIGHTS

Assist visibility in adverse weather conditions.

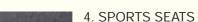
#### 3. USB PORT

Located in the central glovebox, this socket allows you to plug in an iPod, MP3 player or similar device\* with a USB cable adaptor and control them with the Accord's audio system.









Lumbar supporting half leather sports seats are designed to match your body shape and to maximise support.



#### 2.2 i-DTEC EX (DIESEL) 2.4 i-VTEC EX (PETROL)

The EX grade is available with manual or automatic transmission in combination with the diesel or petrol engines.

In addition to the ES grade specification, the EX also comes with:

17" alloy wheels

Sports suspension

Front fog lights

Full leather upholstery

Driver memory seat

Electric heated front seats

Automatic dusk sensing headlights

Automatic rain sensing windscreen wipers

Front and rear parking sensors

Remote operated power tailgate

Auxiliary socket and USB port for MP3 connection\*

Leather steering wheel

Sunroof

#### **Advanced Navigation Pack**

Voice recognition DVD Satellite Navigation Integrated Bluetooth® Hands Free Telephone (HFT) system<sup>†</sup>

Rear parking camera

10 speaker Premium Audio System with 6 CD player

GPS dual automatic climate control

#### **Optional Advanced Driver Assist System**

Adaptive Cruise Control (ACC)
Collision Mitigation Braking System (CMBS)
Lane Keeping Assist System (LKAS)
High Intensity Discharge (HID) headlights

<sup>†</sup> For a list of compatible phones, please refer to www.hondahandsfree.com

\*Always use the recommended USB flash memory device. Some USB flash memory devices will not work in this audio unit.



Model and interior shown is 2.4 i-VTEC EX manual with grey leather and optional Advanced Driver Assist System





#### 1. RAIN SENSORS

Positioned behind the rear view mirror, sensors automatically turn on the wipers and monitor the heaviness of the rain, controlling their speed to keep your windscreen clear.

#### 2. SATELLITE NAVIGATION

Responds to voice commands to find the best route for your journey.









3

#### 3. POWER TAILGATE

The automatic power tailgate opens and closes at the touch of a button.

### 4. FRONT AND REAR PARKING SENSORS

Four proximity sensors in the front bumper and four in the rear warn you if an object is too close by sounding an audio alarm.

#### 5. DRIVER MEMORY SEAT

Two programmable settings allow up to two drivers to have their favoured seating position saved, all at the push of a button.



5

#### 2.2 i-DTEC EX GT (DIESEL)

The EX GT grade is available with manual or automatic transmission in combination with the diesel engine.

In addition to the EX grade specification, the EX GT also comes with:

> GT aero kit includes front spoiler and side skirts

> > Alloy gear knob

High Intensity Discharge (HID) headlights

Auto levelling headlights

Headlight washers

Privacy glass

Sports upholstery

#### **Optional Advanced Driver Assist System**

Adaptive Cruise Control (ACC) Collision Mitigation Braking System (CMBS) Lane Keeping Assist System (LKAS)



Model and interior shown is 2.2 i-DTEC EX GT manual with optional Advanced Driver Assist System







2

## located above the number plate, viewed through the Satellite Navigation screen.

1 & 2. REAR VIEW CAMERA Rear visibility with a 138° x 91° camera

#### 3. HEADLIGHT WASHERS

Headlights are cleaned with a high power jet, improving clarity of road conditions.

#### 4. FRONT AND REAR PARKING SENSORS

Four proximity sensors in the front bumper and four in the rear warn you if an object is too close by sounding an audio alarm.







#### 5. HIGH INTENSITY DISCHARGE (HID) HEADLIGHTS

Automatic dusk sensing High Intensity Discharge xenon headlights are brighter, more efficient and longer lasting. They also deliver greater visibility at night and use less power.

#### 6. SPORTS SEATS

Lumbar supporting half leather sports seats are designed to match your body shape and to maximise support.



#### TAILOR YOUR DREAMS

Make your mark on your Accord and add some personal finishing touches for comfort, performance and drivability. For a complete overview of all accessories, please contact your local Honda Dealer.











A tray fitted in the rear under floor storage area offers additional hidden storage space.

5. UNDER FLOOR STORAGE TRAY

#### 6. ELEGANCE FLOOR CARPETS

Tufted carpets with nubuck binding and the Accord emblem in aluminium, available for both light and dark interiors.

#### 7. INTERIOR PANELS

A bright metal finish to the interior panels, door switches and gear shift knob give the interior a sporty feel.







#### 1. IMAGE PACK

The image pack includes front sports bumper, side skirts and rear skirt. Also shown with optional 18" Sigma alloy wheels. (Model shown is 2.2 i-DTEC EX with ADAS.)

#### 2. LEATHER STEERING WHEEL

A genuine leather sports steering wheel gives you a feeling of luxury and comfort.

#### 3. HONDA COMPACT NAVIGATION SYSTEM

Available late 2008, this navigation system has Bluetooth® technology for hands free phone calls.

#### 4. REAR ENTERTAINMENT SYSTEM (RES)

The Rear Entertainment System has a 7" screen, integrated DVD player with USB connector, so that passengers in the rear can play DVDs, CDs and video files (shown with optional second screen).



8. 18" DELTA ALLOY WHEEL

Machine surfaced with clear coat and black pearl finish on alternate spokes.

9. 18" SIGMA ALLOY WHEEL

Finished in chrome shadow on all ten spokes.

10. 17" QUARTZ ALLOY WHEEL

Machine surfaced with clear coat and black pearl finish on alternate spokes.

10

#### COLOUR OPTIONS

As you would no doubt expect, we've put a lot of time and passion into the Accord. However, we thought we'd leave the finishing touch to you. Choose your favourite colour to match your personality and remember to choose wisely; colour can say a lot about you.







CRYSTAL BLACK PEARL



**ROYAL BLUE PEARL** 



POLISHED METAL METALLIC



MILANO RED



COBALT BLUE PEARL



**VOLCANO GRAY METALLIC** 

#### 39 40 COLOURS / SPECIFICATION

	Black Fabric upholstery	Black Sports upholstery	Black Leather upholstery	Grey Leather upholstery
2.0 i-VTEC ES	•	-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	-
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	-
2.2 i-DTEC EX GT	-	•	-	-

#### **BURAN SILVER METALLIC**

	Black Fabric upholstery	Black Sports upholstery	Black Leather upholstery	Grey Leather upholstery
2.0 i-VTEC ES	•	-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	•
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	•
2.2 i-DTEC EX GT	-	•	-	-

	Black Fabric upholstery	Black Sports upholstery	Black Leather upholstery	Grey Leather upholstery
2.0 i-VTEC ES	•	-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	•
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	•
2.2 i-DTEC EX GT	-	•	-	-
2.2 i-DTEC EX		-	•	•

	Black Fabric upholstery	Black Sports upholstery		Grey Leather upholstery
2.0 i-VTEC ES	•	-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	•
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	•
2.2 i-DTEC EX GT	-		-	-

	Black Fabric upholstery	Black Sports upholstery		Grey Leather upholstery
2.0 i-VTEC ES		-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	-
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	-
2.2 i-DTEC EX GT	-	•	-	-

#### CRYSTAL BLACK PEARL

#### POLISHED METAL METALLIC

#### ROYAL BLUE PEARL

#### MILANO RED

	Black Fabric upholstery	Black Sports upholstery	Black Leather upholstery	Grey Leather upholstery
2.0 i-VTEC ES	•	-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	•
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	•
2.2 i-DTEC EX GT	-	•	-	-

	Black Fabric upholstery	Black Sports upholstery	Black Leather upholstery	Grey Leather upholstery
2.0 i-VTEC ES	•	-	-	-
2.0 i-VTEC ES GT	-	•	-	-
2.4 i-VTEC EX	-	-	•	•
2.2 i-DTEC ES	•	-	-	-
2.2 i-DTEC ES GT	-	•	-	-
2.2 i-DTEC EX	-	-	•	•
2.2 i-DTEC EX GT	-	•	-	-

VOLCANO GRAY METALLIC

COBALT BLUE PEARL

standard
 not available

SPECIFICATION

#### 41 42 SPECIFICATION

	2.0 i-VTEC ES	2.0 i-VTEC ES GT	2.4 i-VTEC EX	2.2 i-DTEC ES	2.2 i-DTEC ES GT	2.2 i-DTEC EX	2.2 i-DTEC EX GT
Engine							
Туре	SOHC i-VTEC	SOHC i-VTEC	DOHC i-VTEC	DOHC i-DTEC	DOHC i-DTEC	DOHC i-DTEC	DOHC i-DTEC
Displacement	1997	1997	2354	2199	2199	2199	2199
Maximum power (PS @ rpm)	156 @ 6300	156 @ 6300	201 @ 7000	150 @ 4000	150 @ 4000	150 @ 4000	150 @ 4000
Maximum torque (Nm @ rpm)	192 @ 4100	192 @ 4100	230 @ 4200	350 @ 2000	350 @ 2000	350 @ 2000	350 @ 2000
Recommended fuel rating (Research Octane Number - RON)	95 RON Unleaded	95 RON Unleaded	95 RON Unleaded	Diesel	Diesel	Diesel	Diesel
Fuel Economy (man/auto) <sup>†</sup>							
Urban (mpg)	28.8 / 26.4	28.0 / 25.9	23.0 / 22.6	37.7 / 32.8	37.7 / 32.8	37.7 / 32.8	37.7 / 32.8
Urban (L/100km)	9.8 / 10.7	10.1 / 10.9	12.3 / 12.5	7.5 / 8.6	7.5 / 8.6	7.5 / 8.6	7.5 / 8.6
Extra urban (mpg)	47.9 / 47.1	46.3 / 46.3	39.8 / 41.5	57.6 / 52.3	56.5 / 52.3	56.5 / 52.3	56.5 / 52.3
Extra urban (L/100km)	5.9 / 6.0	6.1 / 6.1	7.1 / 6.8	4.9 / 5.4	5.0 / 5.4	5.0 / 5.4	5.0 / 5.4
Combined (mpg)	38.7 / 36.7	37.7 / 35.8	31.4 / 31.7	47.9 / 42.8	47.9 / 42.8	47.9 / 42.8	47.9 / 42.8
Combined (L/100km)	7.3 / 7.7	7.5 / 7.9	9.0 / 8.9	5.9 / 6.6	5.9/ 6.6	5.9 / 6.6	5.9 / 6.6
CO <sub>2</sub> (g/km)	173 / 183	177/ 187	215 / 211	155 / 173	157 / 174	157 / 174	157 / 174
Transmission							
6 speed manual	•	•	•	•	•	•	•
5 speed automatic	0	0	0	0	0	0	0
Performance (man/auto)							
Acceleration 0-62 mph (secs)	9.3 / 10.7	9.3 / 10.7	7.8 / 9.5	9.6 / △	9.6 / △	9.6 / △	9.6 / △
Maximum speed (mph)	132 / 130	132 / 130	138 / 138	129 / 126	129 / 126	129 / 126	129 / 126
Weights and Capacities (man/auto)							
Boot capacity seats up (litres, VDA method)	406	406	406	406	406	406	406
Boot capacity seats down - load to window (litres, VDA method)	660	660	660	660	660	660	660
Boot capacity seats down - load to roof (litres, VDA method)	1183	1183	1183	1183	1183	1183	1183
Under floor storage compartment (litres, VDA method)	69	69	69	69	69	69	69
Fuel tank (litres)	65	65	65	65	65	65	65
Kerb weight (kg)	1432 / 1462	1432 / 1462	1489 / 1524	1559 / 1633	1559 / 1633	1559 / 1633	1559 / 1633
Turning circle – kerb to kerb (m)	10.98	10.98	10.98	10.98	10.98	10.98	10.98
Maximum towing weight with brakes (kg)*	1500 / 1500	1500 / 1500	1600 / 1600	1700 / 1100	1700 / 1100	1700 / 1100	1700 / 1100
Maximum trailer nose weight (kg)	75	75	75	75	75	75	75
Maximum roof load (kg)	80	80	80	80	80	80	80
Dimensions							
Length (mm)	4740	4740	4740	4740	4740	4740	4740
Width excluding door mirrors (mm)	1840	1840	1840	1840	1840	1840	1840
Height (mm)	1440	1440	1440	1440	1440	1440	1440
Wheelbase (mm)	2705	2705	2705	2705	2705	2705	2705

	2.0 i-VTEC ES	2.0 i-VTEC ES GT	2.4 i-VTEC EX	2.2 i-DTEC ES	2.2 i-DTEC ES GT	2.2 i-DTEC EX	2.2 i-DTEC EX GT
Wheels and Tyres							
16" alloy wheels	•	-	-	•	-	-	-
17" alloy wheels	0	•	•	0	•	•	•
18" alloy wheels	-	0	0	-	0	0	0
Tyres	205/60R16 92V	225/50R17 98V	225/50R17 98V	215/60R16 95V	225/50R17 98V	225/50R17 98V	225/50R17 98V
Wheels	16x6 1/2J	17x7 1/2J	17x7 1/2J	16x6 1/2J	17x7 1/2J	17x7 1/2J	17x7 1/2J
Instant Mobility System (IMS) repair kit	•	•	•	•	•	•	•
Sports suspension	-	•	•	-	•	•	•
Instruments and Controls							
Advanced Driver Assist System (ADAS) includes: Adaptive Cruise Control (ACC), Collision Mitigation Braking System (CMBS), Lane Keeping Assist System (LKAS) and HID xenon headlights with automatic headlight height and headlight washers (HID headlights available as standard on 2.2 i-DTEC EX GT)	-	-	0	-	-	0	0
Multi-function driver computer	•	•	•	•	•	•	•
Adjustable dashboard illumination – White	•	-	•	•	-	•	-
Adjustable dashboard illumination - Red	-	•	-	-	•	-	•
Cruise control	•	•	•	•	•	•	•
Shift light indicator (manual only)	•	•	•	•	•	•	•
Digital odometer (A / B trip)	•	•	•	•	•	•	•
Audible headlight on reminder	•	•	•	•	•	•	•
Illuminated ignition switch	•	•	•	•	•	•	•
Internally adjustable headlight height	•	•	•	•	•	•	-
Front interior welcome light	•	•	•	•	•	•	•
Fuel filler release	•	•	•	•	•	•	•
External temperature gauge (built into odometer)	•	•	•	•	•	•	•
Digital clock	•	•	•	•	•	•	•
Automatic headlight height	-	-	-	-	-	-	•
Front map lights	•	•	•	•	•	•	•
Rear interior welcome light	•	•	•	•	•	•	•
Low fuel warning light	٠	•	•	•	•	•	•
Safety							
Dual front Supplemental Restraint System (SRS) airbags	•	•	•	•	•	•	•
Dual side Supplemental Restraint System (SRS) airbags	•	•	•	•	•	•	•
Dual curtain Supplemental Restraint System (SRS) airbags – front and rear	•	•	•	•	•	•	•
Anti-lock Braking System (ABS)	•	•	•	•	•	•	•
Electronic Brake-force Distribution (EBD)	•	•	•	•	•	•	•
Emergency Brake Assist (EBA)	•	•	•	•	•	•	•

#### 43 44 SPECIFICATION

TION							
	2.0 i-VTEC ES	2.0 i-VTEC ES GT	2.4 i-VTEC EX	2.2 i-DTEC ES	2.2 i-DTEC ES GT	2.2 i-DTEC EX	2.2 i-DTEC EX GT
Active front head restraints	•	•	•	•	•	•	
High level rear brake light	•	•	•	•		•	•
Side impact protection beams	•	•	•			•	
Front seatbelt pre-tensioners	•	•	•	•		•	•
Height adjustable front seatbelts	•	•	•	•	•	•	•
5 x 3-point seatbelts	•	•	•	•	•	•	•
ISOFix child seat restraint mechanism	•	•	•	•	•	•	•
Headlight washers	-	-	-	-	-	-	•
Front ventilated disc brakes	•	•	•	•	•	•	•
Rear disc brakes	•	•	•	•	•	•	•
Vehicle Stability Assist (VSA)	•	•	•	•	•	•	•
Trailer Stability Assist (TSA)	•	•	•	•	•	•	•
Drive-By-Wire throttle (DBW)	•	•	•	•	•	•	•
Security							
Rolling code ECU engine immobiliser	•	•	•	•	•	•	•
Honda Superlocks (deadlocks)	•	•	•	•	•	•	•
Externally visible Vehicle Identification Number (VIN)	•	•	•	•	•	•	•
Remote keyless entry	•	•	•	•	•	•	•
Central locking	•	•	•	•	•	•	•
High security integrated audio	•	•	•	•	•	•	•
Lockable glovebox	•	•	•	•	•	•	•
Locking wheelnuts	•	•	•	•	•	•	•
Interior and perimeter alarm (CAT 1)	•	•	•	•	•	•	•
Tilt sensor	-	-	•	-	-	-	-
Exterior							
Body coloured front and rear parking sensors	-	-	•	-	-	•	•
Rear view parking camera	-	<b>♦</b>	•	-	<b>♦</b>	•	•
Tailgate spoiler	•	•	•	•	•	•	•
Silver roof rails	•	•	•	•	•	•	•
Automatic headlights with dusk sensor	-	-	•	-	-	•	•
Body coloured bumpers	•	•	•	•	•	•	•
Body coloured door mirrors	•	•	•	•	•	•	•
Chrome door handles	•	•	•	•	•	•	•
Electric adjustable and heated door mirrors	•	•	•	•	•	•	•
Reverse tilt door mirror (passenger only)	-	-	•	-	-	•	•
Glass electric tilt and slide sunroof with sunshade	-	-	•	-	-	•	-
Rear wiper	•	•	•	•	•	•	•
High Intensity Discharge (HID) headlights	-	-	☆	-	-	☆	•
GT aero kit: front spoiler and side skirts	-	•	-	-	•	-	•

	2.0 i-VTEC ES	2.0 i-VTEC ES GT	2.4 i-VTEC EX	2.2 i-DTEC ES	2.2 i-DTEC ES GT	2.2 i-DTEC EX	2.2 i-DTEC EX GT
Front fog lights	-	•	•	-	•	•	•
Single chrome exhaust	0	•	-	-	-	-	-
Twin chrome exhaust	-	-	•	-	-	-	-
Chrome window surround	•	•	•	•	•	•	•
Standard slat front grille	0	•	•	•	•	•	•
Quarter glass integrated aerial	0	•	•	•	•	•	•
Privacy glass	-	•	-	-	•	-	•
Half shade windscreen	0	•	•	•	•	•	•
Mirror integrated indicators	•	•	•	•	•	•	•
Comfort and Convenience							
Remote operated power tailgate	-	-	•	-	-	•	•
Auto dimming rear view mirror	-	-	•	-	-	•	•
Tilt and telescopic steering wheel adjustment	•	•	•	•	•	•	•
Leather multi-function steering wheel	-	•	•	-	•	•	•
Organ accelerator pedal	•	•	•	•	•	•	•
Rain sensors (activating windscreen wipers)	-	-	•	-	-	•	•
Tie-down hooks in boot	•	•	•	•	•	•	•
Motion adaptive electric power assisted steering	•	•	•	•	•	•	•
Boot light	•	•	•	•	•	•	•
Ambient footwell lighting	-	•	•	-	•	•	•
Front power socket	•	•	•	•	•	•	•
Automatic climate control air conditioning (left:right independent)	•	•	•	•	•	•	•
GPS dual automatic climate control (left:right independent)	-	<b>♦</b>	•	-	<b>♦</b>	•	•
Pollen filter	•	•	•	•	•	•	•
Driver and passenger vanity mirror illuminated with lid	-	•	•	-	•	•	•
Refrigerated glovebox	•	•	•	•	•	•	•
Driver's foot rest	•	•	•	•	•	•	•
Sunglasses storage box	0	•	•	•	•	•	•
Tonneau cover	0	•	•	•	•	•	•
Under floor storage compartments	0	•	•	•	•	•	•
Driver seatback pocket	-	-	•	-	-	•	•
Passenger seatback pocket	•	•	•	•	•	•	•
Front electric windows	•	•	•	•	•	•	•
Rear electric windows	•	•	•	•	•	•	•
Leather wrapped manual gear knob	-	-	•	-	-	•	-
Leather wrapped automatic gear knob	-	-	•	-	-	•	-
Alloy gear knob	-	•	-	-	•	-	•
Seating							
8 way power assisted driver and passenger seat	-	-	•	-	-	•	•

#### 45 46 SPECIFICATION / FINANCE

	2.0 i-VTEC ES	2.0 i-VTEC ES GT	2.4 i-VTEC EX	2.2 i-DTEC ES	2.2 i-DTEC ES GT	2.2 i-DTEC EX	2.2 i-DTEC EX GT
Driver's seat height adjustment (manual)	•	•	-	•	•	-	-
Driver's memory seat	-	-	•	-	-	•	•
Driver's seat lumbar support	•	•	•	•	•	•	•
Front seat – centre armrest	•	•	•	•	•	•	•
Front heated seats	-	-	•	-	-	•	•
Rear centre headrest and 3-point seatbelt	•	•	•	•	•	•	•
60:40 split folding rear seats	•	•	•	•	•	•	•
Leather upholstery	-	-	•	-	-	•	-
Sports upholstery	-	•	-	-	•	-	•
Fabric upholstery	•	-	-	•	-	-	-
In Car Entertainment (ICE)							
Stereo CD tuner with RDS	•	•	-	•	•	-	-
Rear speakers	•	•	•	•	•	•	•
Front speakers	•	•	•	•	•	•	•
Tweeters	•	•	•	•	•	•	•
Subwoofer	-	<b>♦</b>	•	-	<b>♦</b>	•	•
Speed adjusting audio volume	•	•	•	•	•	•	•
Auxiliary socket	•	•	•	•	•	•	•
USB port**	-	•	•	-	•	•	•
Bluetooth® Hands Free Telephone (HFT) system <sup>□</sup>	-	•	•	-	•	•	•
Advanced Navigation Pack includes: voice recognition DVD Satellite Navigation, rear parking camera, Premium Audio System with 6 CD changer, GPS climate control and subwoofer	-	0	•	-	0	•	•

† Fuel consumption This test is designed to give an indication of on road fuel consumption. For more information on fuel consumption, please refer to the glossary on page 49.

\* Maximum towing weights are based on the ability of the car, with two occupants of 75kg each, to restart on a 12% gradient at sea level. At altitudes in excess of 1500 metres, engine output may drop with a reduction in towing capability. Extra weight, such as additional passengers or luggage, should also be deducted from the maximum towing weight.

\*\*Always use the recommended USB flash memory device. Some USB flash memory devices will not work in this audio unit.

- For a list of compatible phones, please refer to www.hondahandsfree.com
- ♦ Available as part of Advanced Navigation Pack
- ☆ Available as part of Advanced Driver Assist System

S Grade is also available. Please contact your Dealer or Honda Contact Centre (telephone number 0845 200 8000) for details.

These specification details do not apply to any particular product which is supplied or offered for sale. The manufacturers reserve the right to vary their specifications, including colours, with or without notice and at such times in such manner as they think fit. Major as well as minor changes may be involved. Every effort, however, is made to ensure the accuracy of the particulars contained in this brochure. This publication shall not constitute in any circumstances whatsoever an offer by the Company to any person. All sales are made by the Distributor or Dealer concerned subject to and with the benefit of the standard Conditions of Sale and Warranty given by the Distributor or Dealer, copies of which may be obtained from them on request. This publicity material applies to the UK only Trade Descriptions Act (1968). Whilst efforts are made to ensure specification accuracy, brochures are prepared and printed several months in advance of distribution and consequently cannot always immediately reflect either changes in specification or in some isolated cases the provision of a particular feature. Customers are always advised to discuss specification details with the supplying Dealer especially if your model selection is dependent upon one of the features advertised.

• standard o optional - not available



40mm





#### HONDA FINANCE

#### SIMPLE, FLEXIBLE AND CONVENIENT

"Who better to finance your Honda than the people who built it!"

It's our aim at Honda Finance to help you buy your new Honda in the simplest way possible. That's why we offer a flexible and convenient range of finance options.

When you finance your new car through Honda Finance, you'll not only benefit from a financial solution that's built around you, but also the added protection that comes with funding a vehicle directly with the people who made it.

#### HONDA HIRE PURCHASE

Honda Hire Purchase is the traditional way to purchase your new Honda.

You can decide on a deposit, repayment term and a monthly payment to suit your budget and then once you reach the end of your agreement, you then own your Honda. Your payments are fixed each month, so you'll always know how much your Honda will cost, making it easier to budget.

#### HONDA ASPIRATIONS

Honda Aspirations is one of the most affordable ways to finance your new Honda. It gives you the opportunity to make monthly payments over a shorter term, typically two or three years, as we guarantee the future value of your car and offset this amount to the end of the agreement. You then have three flexible options at the end – part exchange it, keep it or hand it back.

It's a straightforward financial package, designed to make paying for your Honda as simple as possible.

#### HONDA CONTRACT HIRE

Our Honda Contract Hire financing service allows your local dealer to give tailored monthly rentals to suit your personal, fleet or business requirements.

#### Honda Contract Hire gives you:

- Monthly Rentals tailored to suit you. All we need is your annual mileage and how long you would like to keep the car
- Maintenance can be added to the rental, offering you hassle free servicing and fixed budgeting
- No residual value concerns or disposal worries you just hand the car back.

#### HONDA GAP INSURANCE

"You have the best intentions for your Honda, others may not"

If your Honda is written off or stolen, you'll get its current value in the open market from your insurance company. With protection for up to three years, Honda GAP Insurance will cover you for the difference between what you originally paid for the car and its current value.

## HONDA FINANCE PAYMENT PROTECTOR Help for when you really need it - Your finance payments, AND YOU, protected

All our Payment Protection Plans basically do the same thing: if you're unable to keep up the monthly payments on your Honda Finance agreement because of an accident, illness or redundancy, we'll pay them for you.

Please speak to you local dealer about any of the above services.

Terms and Conditions Apply.
Credit provided by Honda Finance Europe PLC
Axis 2, Axis Park, Hurricane Way, Langley, SL3 8AG
Insurers:
London General Life Company Limited
Integra House, Floor 2, Vicarage Road, Egham, Surrey, TW20 9JZ

Figures not available at the time of going to print.

47 48 AFTERSALES honda happiness

## fixed price repairs

Wouldn't it be great if you could put your car in for repair without any hidden charges, added extras or surprise costs, with nobody taking one look and making the price up on the spot? With Fixed Price Repairs, that's exactly what you get; one price that includes the cost of the parts, labour and VAT at participating dealerships.

## fixed price servicing

Imagine being able to escape the hidden costs, added extras and little surprises that come with getting your car serviced? Well now you can. Fixed Price Servicing is a pre-paid package that allows you, on selected new cars, to pay just one sum upfront for all your servicing.

## MOT and tyre insurance

At Honda, we don't want you to worry about what the future holds. That's why our MOT and Tyre Insurance covers you for most eventualities. So you can plan ahead without thinking about the cost of tyre repair or replacement and whatever the result of your MOT test – you don't have to worry about a thing.

#### roadside assistance

Don't you think you deserve a pat on the back for being a loyal customer? Here it is. Qualifying customers who have their Honda serviced at one of our participating dealerships will now receive complimentary roadside assistance. It means that if you break down at the roadside we can get help to you, get a message to your family and get you to where you want to go. It's a small thank you from us that will keep you and your car on the road with as little difficulty as possible.

## budget plan servicing

Why should your servicing and maintenance costs break the bank? At Honda we think you should be able to spread your payments over a term that suits you. So that's exactly how we do it. It's a service that includes regular safety checks and the cost of selected maintenance items. Allowing you to pay small monthly payments in return for a huge amount of peace of mind.

#### car insurance

Why shouldn't your insurance fit around your lifestyle? Our complimentary 7-day insurance starts the second you leave the dealership so you can enjoy your Honda straight away. And after 7-days you can choose our Honda Happiness Annual Cover. It's an insurance package that is specifically designed for Honda owners to give you all the cover you need at a competitive rate.

## extended guarantee

Why shouldn't the happiness last a little longer? Well now it can. Our Honda Happiness Extended Guarantee is a great value way to extend many of the features and benefits of our standard 3 year/90,000 Warranty.\*

It is available on vehicles coming to the end of their manufacturer's warranty, whether new or used and provides added protection against the unforeseen failure of most mechanical and electrical items (parts and labour). We'll also give you breakdown and recovery in the UK and Europe, and even arrange transport for you, your passengers and your vehicle, to any mainland UK destination. It can also be extended for up to three years, keeping you secure, protected and happy.

## accident management service

What do you do when the worst happens? Well, we think you should call on us. That's why we offer a complimentary Accident Management Service. It means that if your vehicle is involved in an accident at any time, 24 hours a day, 7 days a week and 365 days a year, we can handle the complete accident management process for you. We'll also follow up the estimating procedure and deal with your insurance company on your behalf.

In the event of an accident, it's actually you that decides who should repair your car. Our Honda Approved Body Repair Centres understand Honda repair techniques and use only genuine Honda parts, panels and approved paint. That way your mechanical, paint and anti-corrosion warranty will not be affected and your Honda will stay a Honda

\*For a list of exclusions and further details, please see the terms and conditions which are available from your local Honda Dealer.

49 50 GLOSSARY

#### ABS

The Anti-lock Braking System prevents the wheels from locking when the brakes are applied in an emergency, reducing the possibility of a skid on wet, icy or loose surfaces, and enabling the driver to retain steering control.

#### ADAPTIVE CRUISE CONTROL (ACC)

ACC uses information from a millimetre wave radar mounted inside the front grille to measure the distance to the vehicle ahead, while vehicle speed and yaw rate sensors detect the vehicle's driving parameters. In addition to maintaining a set speed, ACC is also able to automatically regulate both the vehicle speed and its distance to the vehicle ahead travelling in the same lane, thereby reducing the burden of motorway (or similar road) driving and enhancing driver comfort and safety.

ACC only operates if all the following conditions are fully fulfilled:

- the vehicle speed is set from 20mph
- main switch is activated.

## ADVANCED COMPATIBILITY ENGINEERING (ACE)

The Accord has been designed with an innovative frame structure engineered to reduce the concentrated frontal force on occupants in front-end impacts. The Accord's Advanced Compatibility Engineering (ACE) design disperses and absorbs crash energy over a larger area, enhancing the preservation of the cabin space and improving safety for all occupants. Additionally, ACE also helps to reduce misalignment with vehicles of different sizes. The design of the Accord's structure reduces impact forces acting upon other vehicles.

#### **AERODYNAMICS**

Aerodynamics refers to the ability of a car to overcome the resistance or 'drag' generated by its body as it moves through the atmosphere. The lower the Coefficient of Drag (Cd), the more aerodynamic the shape. An aerodynamic shape is more fuel efficient, quieter and keeps the car firmly on the road. The Cd value multiplied by the cross section area of the car is the wind drag of the car.

#### BLUETOOTH®

The Bluetooth® Hands Free Telephone (HFT) system enables the driver to make and receive calls without taking their hands off the wheel. By using a Bluetooth® compatible telephone, automatic connection may be made on start up. Telephone contacts can be easily transferred onto the system and made accessible via the Satellite Navigation screen or through voice activated commands. With this system, even redialling and transferring calls are simple and safe.

#### **BRAKE ASSIST**

If you have to make an emergency stop, the system detects the quick pedal action and automatically boosts braking power to reduce the stopping distance.

### COLLISION MITIGATION BRAKING SYSTEM (CMBS)

CMBS has been specifically designed to help alert the driver of an impending collision or, if it's unavoidable, to reduce the severity of impact by automatically applying the brakes if a collision is detected. The 'eye' of the system is a radar transmitter mounted behind the Accord's grille. A radar signal is constantly transmitted and the return echo evaluated. If the system detects a vehicle or obstruction in the road, it determines the distance and closing speed. If the closing speed goes above the threshold, the system immediately alerts the driver with a flashing indicator on the instrument panel and an audible alarm. If the driver takes no action to reduce speed, the system will automatically tug at the driver's seatbelt and lightly apply the brakes. At the point when the system senses that a frontal collision is inevitable and the driver has still taken no avoidance action, both of the front seatbelts are retracted tightly and strong braking is applied automatically. This automatic action is designed to lower impact speed and help reduce vehicle damage and the severity of personal injury.

#### CC

Carbon dioxide is an exhaust gas believed to be one of the causes of the green house effect. The lower the  $\rm CO_2$  emissions, the better for the environment.

#### COMMON RAIL

Common rail diesel engines have a reservoir of highly pressurised fuel close to the cylinder heads. As well as allowing extremely precise amounts of fuel to be injected into the combustion chamber very quickly, the pressure means the fuel forms a finer mist, so burns more efficiently. This makes the engine more economical, and reduces noise, smoke and emissions levels.

#### DOUBLE WISHBONE SUSPENSION

This wheel suspension layout provides maximum accuracy in defining the wheel movement during driving. The result is precise and predictable handling of the car as well as reduced body movement during braking and cornering. Double wishbone suspension systems are used in race cars.

### ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

EBD works in tandem with ABS, analysing weight distribution around the car and automatically adjusting the braking force applied to front and rear wheels to help maintain directional stability.

### ELECTRONIC THROTTLE CONTROL SYSTEM

(ETCS or Drive-By-Wire) The mechanical link from the accelerator pedal to the engine is replaced with sensors that detect the throttle position and feed instructions directly to the engine management system. This provides instant, directly proportional yet smooth responses to throttle inputs.

#### **ERGONOMICS**

Ergonomics is the applied science of designing a working environment, in this case the car's cabin, in order to maximise the occupants' comfort and safety. In simple terms, that means locating major controls and instruments in a way that makes them easy and comfortable to use and to see. This is extended to seating which minimises driver fatigue and discomfort.

#### **FUEL CONSUMPTION**

The figures for the fuel consumption and CO<sub>2</sub> emissions are to give you an indication of the car's performance. Following legislation by the VCA

(Vehicle Certification Agency), all car manufacturers generate these statistics through the same industry standard test. This allows comparison across all manufacturers and models. The tests use a base grade version of the model and do not take into account optional levels of equipment, such as different sized wheels, tyres and other factors that can affect the economy of the model. The test is on a rolling road and there is no additional weight in the car other than the driver (no passengers or cargo) and it does not account for individual driving style, which can mean a difference to the figures achievable in the real world.

#### **GRADE LOGIC**

An intelligent system built into our 5 speed automatic transmissions. When the Accord is in fully automatic mode, Grade Logic recognises different driving styles and road conditions, then selects the optimum gear ratio for smooth, seamless driving, particularly over hilly routes and through corners.

#### HIGH INTENSITY DISCHARGE (HID)

The sealed HID headlamps, instead of a bulb, contain xenon gas. An electric spark (arc) passing through the gas produces an even, true white light with a higher intensity than conventional halogen units, for improved visibility.

#### i-DTEC

The Honda i-DTEC engine – the 'i' stands for 'intelligent' – is a new generation direct injection engine that uses both the latest common rail and variable turbocharger technology. As a result, it's significantly quieter, smoother, more powerful and returns greater fuel economy than conventional diesels.

#### i-VTEC

The combination of VTEC and VTC for improved engine performance, fuel economy and emissions

# LANE KEEPING ASSIST SYSTEM (LKAS) Identifies the boundaries of the vehicle's lane by processing images from a C-MOS camera mounted behind the windscreen. It then calculates and provides the optimum steering torque to keep

the vehicle in the centre of the lane. A continuous beep sound will be emitted when the vehicle is about to cross the lane markings.

The Lane Keeping Assist System operates when the following conditions are fully fulfilled:

- on roads with left and right boundary markings (where markings are clear and visible)
- on motorways or roads that are equivalent to motorways
- driver has to keep contact with the steering wheel; if the system fails to recognise the driver's input on the steering, it switches itself off
- side indicators are not activated
- steering torque generated by the driver does not indicate imminent lane change manoeuvre.

#### POWER

Power is a measurement of how fast work can be done.

## SATELLITE NAVIGATION SYSTEM WITH VOICE RECOGNITION

The satellite linked, DVD based navigation system delivers turn by turn directions by voice and moving map display all the way to your destination. The DVD also contains points of interest such as service stations if you should require them in an unfamiliar area. The system can recognise over 550 voice commands – including many operations for the audio and climate control systems – so the driver can make adjustments without taking their hands off the steering wheel.

#### **TORQUE**

Torque is a twisting or rotational force. For example, when you use a spanner to tighten a bolt, you are actually applying torque to turn the bolt. The further out you hold the spanner, the more torque you apply. Low rev torque is the ability of an engine to develop strong response (rotational force), and hence, acceleration from lower revs and speeds. As speed rises, torque becomes less important than power for maintaining high speeds.

#### TRAILER STABILITY ASSIST

Trailer Stability Assist (TSA) System works in conjunction with VSA and has been designed

to enhance safety when towing a trailer.
Through various sensors, normally attributed just to the vehicle's VSA, TSA will initiate the appropriate brake applications to the wheels which will then stabilise the Accord and trailer.

#### VARIABLE TURBOCHARGER

Turbochargers use rotors to pressurise the air going into the cylinders. This increases the air's oxygen density, improving combustion and producing more power. The turbocharger fitted to the i-DTEC engine has variable nozzles, which boost the airflow according to how hard you press the accelerator – the more you put your foot down, the more the airflow is increased. This produces instant, smooth acceleration, virtually eliminating the problem of 'turbo lag'.

#### VEHICLE STABILITY ASSIST (VSA)

VSA helps keep the Accord on course during fast or tight turns by detecting and correcting potential understeer or oversteer. The system continually monitors vehicle speed, throttle position, individual wheel speeds, steering angle, lateral G-force and yaw rate to detect when oversteer or understeer is imminent. When necessary, VSA automatically reduces the engine's torque and uses the ABS system to apply brakes to each wheel, as needed, to help stabilise the vehicle. The response is so quick that the instability may be corrected before the driver even knows it's occurring.

#### VTC.

Variable Timing Control changes the timing angle of the intake side camshaft relative to the crankshaft as engine speed and load change. This way the cylinder filling with air/fuel mixture is optimised for improved torque and performance, with 90% of torque available at just 3,000 rpm.

#### **VTEC**

Variable Valve Timing and Lift Electronic Control varies the amount of valve lift and the duration of valve opening during the intake stroke of each engine cylinder. The effect is optimised combustion over changing engine speeds with the result of reduced fuel consumption and emissions as well as increased engine performance.

Soichiro Honda once said, "Think for yourself and don't follow in other people's footsteps".

It's a sentiment that has allowed us to explore some of the most advanced and radical ideas in modern engineering. It's the thinking that has taken us from building affordable motorbikes to winning Grand Prix and building emission free cars. But, perhaps more than anything, it's the reason why we believe in the Power of Dreams.

Because of our sporting heritage, we knew road cars built with performance technology required higher standards of safety. To achieve this we constructed the world's largest crash testing facility and harnessed what we've learned from ASIMO, one of the world's most advanced humanoid robots, to refine the innovative technologies found in our cars.











MOBILISING A NATION

As a young man, Soichiro Honda dreamed of giving all people, no matter what gender, wealth or Soichiro was now able to concentrate on his status, motorised transport. Even to this day, in some countries, there is no word for motorbike, they simply say a 'Honda'



RACING DNA

Having created the Honda Motor Company, passion for racing, learning quickly that defeat was only another way of improving. This love of overcoming challenges would become the heart of our philosophy.



THE RED H

Honda is widely regarded as a sports brand, producing top class performance machines in MotoGP, power boats, ATVs and even lawn mowers. If we can build it, it is said, we can race it.







We believe that engines are good. The challenge is making them better for all of us. This is why we created a jet with engines above the wing instead of below to increase fuel efficiency and lower emissions. We also vowed never to manufacture 2-stroke outboard engines and only make lighter, cleaner 4-strokes.





#### ADVANCED TECHNOLOGY

Even the cameras, laser sensors and microprocessors products that benefit all, and that includes our in ASIMO, our advanced humanoid robot, are influencing the design of our cars to be safer and more intelligent than ever before. And our concept Home Energy Station can provide fuel for our emission free fuel cell car and help to power a home. is difficult, it is worth doing."





#### A BRIGHTER FUTURE

Every piece of technology we create is for a reason. At Honda we have always strived to develop planet. We believe our development of emission free cars and reusable energy sources is a challenge we need to undertake to help protect the planet for everyone. And as Soichiro said, "If it