



2010 Honda Cars and Trucks

We're a company built on dreams.

1959



American Honda Motor Co. is established



Honda stuns the racing world, taking the 125cc and 250cc championships at the Isle of Man TT

1961



Revolutionary CVCC engine complies with tough Clean Air Act without using catalytic converter

1970



First Honda car arrives in the U.S., the N600

1974



1964

Honda begins automobile racing in Formula One™



1965

Honda earns first Formula One™ win, at Mexican Grand Prix



1969

Honda challenges the status quo, unveiling the 4-cylinder CB750 streetbike

Throughout our 50-year history in America, dreams have been a guiding force, bringing passion and innovation to everything we do. From vehicles that emit only water, like the FCX Clarity, to planes that redefine aviation, we always dream first, then go beyond. As we advance as a company, so do we advance as a society, bringing safer roadways, creative mobility and a brighter future to the world.



2003

Mobility takes to the skies as the HondaJet® makes a successful maiden test flight

1982

First Honda automobiles are assembled in the U.S.



2004

Honda takes the top seven places at the Indianapolis 500®



2009

American Honda Motor Company celebrates 50 years in America



HONDA
IN AMERICA

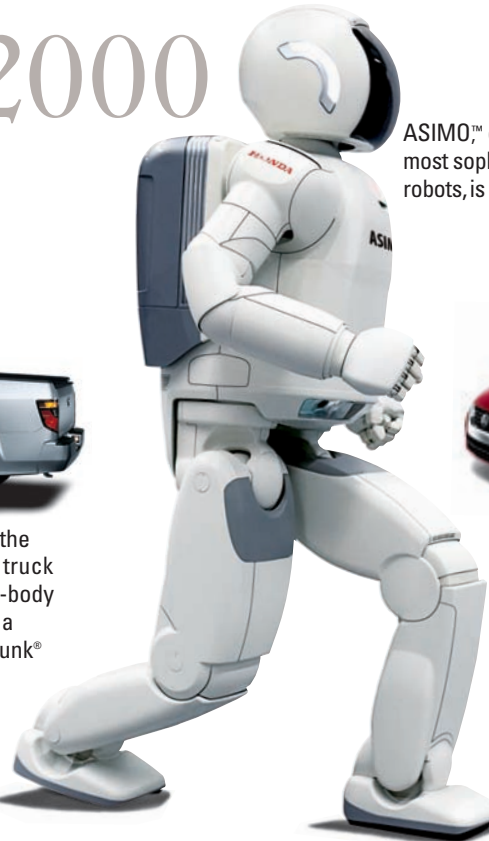
1999

The Insight becomes the first gasoline - electric hybrid sold in the U.S.



2000

ASIMO™, one of the world's most sophisticated humanoid robots, is unveiled



2005

Honda introduces the Ridgeline, the first truck designed with unit-body construction and a lockable In-Bed Trunk®



2008

The FCX Clarity becomes a reality as the first hydrogen fuel cell electric vehicles are released to customers



Insight



Insight LX shown in Atomic Blue Metallic.

The hybrid for everyone is here. Go on, take a closer look. Get personal with the car made with blue skies in mind. Inspect its affordable price tag, technological features like Eco Assist™ and impressive 43 mpg on the highway.¹ Just a moment with this feature-rich hybrid is all you need to understand how the greater good doesn't need to come at a greater sacrifice. Meet the Insight and see how affordability, fun and style come to life in the car designed and priced for us all. insight.honda.com

LX

- 1.3-liter, 8-valve, SOHC i-VTEC® 4-cylinder engine with Integrated Motor Assist IMA®
- Drive-by-Wire™ throttle system
- Eco Assist™ system
- ULEV/AT-PZEV emissions ratings²
- Continuously variable transmission (CVT)
- Electric power-assisted rack-and-pinion steering (EPS)
- 15-inch wheels with full covers
- 175 / 65 R15 84S all-season tires
- Dual-stage, multiple-threshold front airbags (SRS)

- Front side airbags with passenger-side Occupant Position Detection System (OPDS)
- Side curtain airbags
- Driver's and front passenger's active head restraints
- Advanced Compatibility Engineering™ (ACE™) body structure
- Anti-lock braking system (ABS) with EBD
- Brake Assist
- Tire Pressure Monitoring System³ (TPMS)
- Outboard Lower Anchors and Tethers for Children (LATCH)

- Roof-mounted antenna
- Security system with remote entry
- Body-colored folding power side mirrors
- 2-speed/intermittent windshield wipers
- Rear window wiper/washer
- Projector-beam halogen headlights with blue-tinted chrome bezels
- LED brakelights
- Automatic climate control
- Power windows with auto-up/down driver's window
- Illuminated driver's window switch
- Power door locks

- Tilt and telescopic steering column
- Illuminated steering wheel-mounted MID controls
- Beverage holders (8)
- 12-volt power outlet
- Rear window defroster
- Cargo area light
- Driver's seat with manual height adjustment
- 60/40 split fold-down rear seatback
- 160-watt AM/FM/CD audio system with 4 speakers
- Radio Data System (RDS)
- MP3/Windows Media® Audio⁴ (WMA) playback capability
- MP3/auxiliary input jack
- CD text display capability
- Speed-Sensitive Volume Control (SVC)
- Blue backlit gauges
- IMA charge and assist indicator
- Multi-Information Display (MID)
- Exterior temperature indicator

EX

- Steering wheel-mounted paddle shifters
- 15-inch alloy wheels
- Vehicle Stability Assist™ (VSA®) with traction control
- Illuminated window switches
- Illuminated steering wheel-mounted cruise controls
- Beverage holders (6)
- Center console with armrest and storage compartment
- Driver- and passenger-side seatback pockets
- Driver's and front passenger's vanity mirrors
- Map lights
- 160-watt AM/FM/CD audio system with 6 speakers
- USB Audio Interface⁵
- Available Honda Satellite-Linked Navigation System™⁶ with voice recognition, Bluetooth⁷ HandsFreeLink⁸ digital audio-card reader and steering wheel-mounted audio controls

Accord Coupe



Accord EX-L V-6 Coupe shown in San Marino Red.

An icon of simplicity and style. More than just steel, aluminum, rubber and glass, the Honda Accord is a collection of ideas. Like the belief that being responsible and having fun are not mutually exclusive. Or that the proper hierarchy in automotive design is man first and machine second. Or that innovative engine technology can result in both power and efficiency. Ingeniously simple. Emphatically human. Fantastically fun. The Accord is not just a car, it's a mission statement. accord.honda.com

LX Sport Coupe

- 190-hp, 2.4-liter i-VTEC® 4-cylinder engine
- 5-speed manual or available 5-speed automatic transmission
- 17-inch alloy wheels
- Vehicle Stability Assist™ (VSA®) with traction control
- Daytime Running Lights (DRL)
- Front, front side and side curtain airbags
- 6-disc in-dash audio system with multi-line liquid crystal display, MP3/WMA⁴ capability and 6 speakers
- MP3/auxiliary input jack

- Steering wheel-mounted audio controls
- Power windows with auto-up/down driver's window
- Cruise control

EX Coupe additions or replacements

- 270-watt premium audio system with subwoofer
- One-touch power moonroof with tilt feature
- Heated side mirrors
- Auto-up/down front passenger's window

EX-L Coupe additions or replacements

- Leather-trimmed seats
- Leather-wrapped steering wheel
- Driver's seat with 10-way power adjustment
- Heated front seats
- XM® Radio⁵
- Bluetooth®⁷ HandsFreeLink®
- Dual-zone automatic climate control system
- Exterior temperature indicator
- Available Honda Satellite-Linked Navigation System™⁸ with voice recognition

EX-L V-6 Coupe additions or replacements

- 271-hp, 3.5-liter i-VTEC® V-6 engine with Variable Cylinder Management™ (VCM®) (6MT comes with VTEC® without VCM)
- 6-speed manual or 5-speed automatic transmission
- 18-inch alloy wheels
- Fog lights
- Chrome door handles
- HomeLink® remote system⁹
- Body-colored rear decklid spoiler



Accord Sedan

Accord EX-L V-6 Sedan shown in Crystal Black Pearl.

A deeper connection. From the way the driver's seat holds your body to the way the audio buttons feel to your touch, there's a reason for everything. Nothing is superfluous. Nothing seems like an afterthought. Inside the Accord, man and machine have never been more in tune. Factor in rousing performance and legendary Honda quality and it's no wonder the Accord has made the *Car and Driver* "10Best" list 24 out of the last 28 years.¹⁰ accord.honda.com

LX Sedan

- 177-hp, 2.4-liter i-VTEC® 4-cylinder engine
- 5-speed manual or available 5-speed automatic transmission
- 16-inch wheels
- Vehicle Stability Assist™ (VSA®) with traction control
- Daytime Running Lights (DRL)
- Front, front side and side curtain airbags
- Steering wheel-mounted audio controls
- Power windows with auto-up/down driver's window
- Cruise control
- MP3/WMA⁴-capable audio system with 6 speakers
- MP3/auxiliary input jack

LX Premium Sedan additions or replacements

- 16-inch alloy wheels
- Driver's seat with 8-way power adjustment
- Auto-up/down front passenger's window
- Security system

EX Sedan additions or replacements

- 190-hp, 2.4-liter i-VTEC® 4-cylinder engine
- 17-inch alloy wheels
- Driver's seat with 10-way power adjustment
- One-touch power moonroof with tilt feature
- Heated side mirrors

EX-L Sedan additions or replacements

- Leather-trimmed seats/Heated front seats
- 270-watt premium audio system with XM® Radio⁸
- Dual-zone automatic climate control system
- Bluetooth®⁷ HandsFreeLink[®]
- Available Honda Satellite-Linked Navigation System™⁹ with voice recognition

EX V-6 Sedan additions or replacements to EX

- 271-hp, 3.5-liter i-VTEC V-6 engine with Variable Cylinder Management™ (VCM®)
- Fog lights

EX-L V-6 Sedan additions or replacements to EX V-6

- Leather-trimmed seats
- 270-watt premium audio system with XM Radio⁸
- Passenger's seat with 4-way power adjustment
- Heated front seats
- Dual-zone automatic climate control system
- Bluetooth⁷ HandsFreeLink[®]
- HomeLink[®] remote system⁹
- Automatic dimming rearview mirror
- Exterior temperature indicator
- Available Honda Satellite-Linked Navigation System™⁹ with voice recognition

Civic Sedan



Civic EX Sedan shown in Polished Metal Metallic.

Raise your happiness quotient. Turn every day into an adventure, every commute into an escape with Civic Sedan. It adds just the right amount of rousing performance, sleek styling plus a generous dose of high-tech. The interior is specifically formulated to be a full sensory experience. Performance, technology and style. It's everything you expect from a Civic. civic.honda.com

DX Sedan

- 140-hp, 1.8-liter i-VTEC® 4-cylinder engine
- 5-speed manual or 5-speed automatic transmission
- 15-inch wheels
- Tire Pressure Monitoring System® (TPMS)
- Power windows
- Anti-lock braking system (ABS) with EBD
- Front, front side and side curtain airbags

DX-VP Sedan additions or replacements

- Air conditioning with air-filtration system
- 160-watt AM/FM/CD audio system with 4 speakers

- MP3/Windows Media® Audio® (WMA) playback capability and MP3/auxiliary input jack

LX Sedan additions or replacements

- 16-inch wheels
- Security system with remote entry
- Power windows with auto-up/down driver's window
- Power door locks with auto-lock
- Cruise control
- Body-colored power side mirrors

LX-S Sedan additions or replacements

- 16-inch alloy wheels
- Rear decklid spoiler
- Chrome exhaust finisher
- Leather-wrapped steering wheel
- Exclusive black interior with silver stitching

EX Sedan additions or replacements

- One-touch power moonroof with tilt feature
- 160-watt AM/FM/CD audio system with 6 speakers and USB Audio Interface⁵
- 4-wheel disc brakes

- Steering wheel-mounted audio controls
- Available Honda Satellite-Linked Navigation System™ with voice recognition, digital audio-card reader, XM® Radio⁶ and Bluetooth® HandsFreeLink®

EX-L Sedan additions or replacements

- Leather-trimmed seats
- Heated front seats and side mirrors
- Perforated leather-wrapped steering wheel
- Vehicle Stability Assist™ (VSA®) with traction control



Civic Hybrid

Civic Hybrid shown in Magnetic Pearl.

Positive change. Being environmentally responsible has never been easier. The Civic Hybrid's sophisticated gasoline-electric engine gives you up to 45 mpg¹ on the highway and has Advanced Technology Partial Zero-Emission Vehicle² (AT-PZEV) status. But don't think of it as a move to austerity. Amenities include a 6-speaker audio system with Honda's USB Audio Interface,⁵ available leather trim and heated front seats. civic.honda.com

Hybrid

- 1.3-liter i-VTEC[®] 4-cylinder engine with Integrated Motor Assist IMA[®]
- Continuously variable transmission (CVT)
- AT-PZEV emissions rating²
- 15-inch alloy wheels
- Drive-by-Wire[™] throttle system
- Anti-lock braking system (ABS)
- Electronic Brake Distribution (EBD)
- Brake Assist
- Daytime Running Lights (DRL)

- Tire Pressure Monitoring System⁹ (TPMS)
- Front, front side and side curtain airbags
- Advanced Compatibility Engineering[™] (ACE[™]) body structure
- Vehicle Stability Assist[™] (VSA[®]) with traction control
- Security system with remote entry
- Body-colored power side mirrors with integrated turn indicators
- Rear decklid spoiler
- Power windows, mirrors and door locks
- Cruise control

- 160-watt AM/FM/CD audio system with 6 speakers and USB Audio Interface⁵
- MP3/Windows Media[®] Audio⁴ (WMA) playback capability
- MP3/auxiliary input jack
- Automatic climate control
- Exterior temperature indicator
- IMA charge and assist indicators
- Tilt and telescopic steering column
- Steering wheel-mounted audio controls

- Available Honda Satellite-Linked Navigation System[™] with voice recognition, digital audio-card reader, XM[®] Radio⁴ and Bluetooth[™] HandsFreeLink[®]
- Available leather-trimmed seats, leather-wrapped steering wheel and heated front seats and side mirrors



Civic Coupe

Civic EX Coupe shown in Atomic Blue Metallic.

Ready for a good time? The Civic Coupe can promise that. With a bold front grille, sleek style and sharp moves, the Civic Coupe will definitely get the party started. Inside, the amenities are just as attention-getting, like Honda's USB Audio Interface,⁵ standard on EX models and above. The fun factor is definitely off the charts in the Civic Coupe. civic.honda.com

DX Coupe

- 140-hp, 1.8-liter i-VTEC[®] 4-cylinder engine
- 5-speed manual or 5-speed automatic transmission
- 15-inch wheels
- Tire Pressure Monitoring System[®] (TPMS)
- Power windows
- Anti-lock braking system (ABS) with EBD
- Front, front side and side curtain airbags

LX Coupe additions or replacements

- 16-inch wheels
- Security system with remote entry
- Air conditioning with air-filtration system
- Power windows with auto-up/down driver's window
- Cruise control
- 160-watt AM/FM/CD audio system with 6 speakers
- MP3/Windows Media[®] Audio[®] (WMA) playback capability and MP3/auxiliary input jack
- Power door locks with auto-lock feature
- Body-colored power side mirrors

EX Coupe additions or replacements

- One-touch power moonroof with tilt feature
- 16-inch alloy wheels
- 4-wheel disc brakes
- Steering wheel-mounted audio controls
- 350-watt AM/FM/CD premium audio system with 7 speakers, including subwoofer and USB Audio Interface⁵
- Available Honda Satellite-Linked Navigation System[™]⁶ with voice recognition, digital audio-card reader, XM[®] Radio[®] and Bluetooth[™] HandsFreeLink[®]

EX-L Coupe additions or replacements

- Leather-trimmed seats
- Heated front seats and side mirrors
- Perforated leather-wrapped steering wheel
- Vehicle Stability Assist[™] (VSA[®]) with traction control

Civic Si



Civic Si Sedan shown in Alabaster Silver Metallic.

Let loose. Whether you choose the Si Coupe or Sedan, one thing's for sure – fun will always follow. The 2.0-liter K20 i-VTEC® engine revs up to 8000 rpm, while the performance-enhancing helical limited-slip differential and meticulously tuned suspension hold the road and your attention. With style to spare, remarkable handling and a driver-focused cockpit, the Si unleashes total performance. civic.honda.com

Civic Si

- 197-hp, 2.0-liter, DOHC i-VTEC® 4-cylinder engine
- Close-ratio 6-speed manual transmission
- Helical limited-slip differential
- 17-inch alloy wheels
- Electric, power-assisted rack-and-pinion steering
- Fog lights
- Body-colored rear wing spoiler
- Chrome exhaust finisher
- Front, front side and side curtain airbags
- Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA®) with traction control
- Red backlit gauges
- Tachometer with rev-limit indicator
- 350-watt AM/FM/CD premium audio system with 7 speakers, including subwoofer and USB Audio Interface⁵
- Perforated leather-wrapped steering wheel
- Aluminum shift knob with leather
- Textured aluminum pedals
- Available Honda Satellite-Linked Navigation System™⁶ with voice recognition, digital audio-card reader, XM® Radio⁴ and Bluetooth®⁷ HandsFreeLink[®]



Fit Sport shown in Crystal Black Pearl.

Let's expand our expectations. Let's make choices that will benefit all of us. Like a vehicle big enough to comfortably carry five and their gear, yet gets up to 35 mpg.¹ A super-spunky engine. Trigger-happy paddle shifters on Fit Sport.* An interior with the flexibility of a contortionist. And a host of standard safety features, including Honda's exclusive Advanced Compatibility Engineering™ (ACE™) body structure. Honda Fit. A city's greatest champion. fit.honda.com

Fit

- 117-hp, 1.5-liter i-VTEC® 4-cylinder engine
- 5-speed manual or 5-speed automatic transmission
- 15-inch wheels
- Front, front side and side curtain airbags
- Advanced Compatibility Engineering™ (ACE™) body structure
- Anti-lock braking system (ABS) with EBD
- Tire Pressure Monitoring System* (TPMS)
- 60/40 split second-row Magic Seat®
- Power door locks and mirrors

- Tilt and telescopic steering column
- Beverage holders (10)
- 160-watt, AM/FM/CD audio system
- MP3/Windows Media® Audio⁴ (WMA) playback capability
- MP3/auxiliary input jack

Fit Sport additions or replacements

- Steering wheel-mounted paddle shifters (with automatic transmission)
- Security system with remote entry
- Vehicle Stability Assist™ (VSA®) with traction control (with navigation)
- Cruise control
- 16-inch alloy wheels
- Perforated leather-wrapped steering wheel
- Steering wheel-mounted audio controls (with navigation)

- Body-colored underbody kit and rear roofline spoiler
- Fog lights
- Sport shift knob
- 160-watt AM/FM/CD audio system with 6 speakers and USB Audio Interface⁵
- Available Honda Satellite-Linked Navigation System™⁶ with voice recognition and digital audio-card reader (automatic transmission only)

*With available automatic transmission.



CR-V

CR-V EX-L shown in Tango Red Pearl.

What do you crave? Is it a strong sense of design? A ride with a purpose? How about up-for-anything utility? Luckily, all your cravings lead to one place, the 2010 CR-V. The CR-V has been restyled inside and out to give you the visual appeal and creature comforts you deserve, like *Bluetooth*[®] HandsFreeLink[®] and USB Audio Interface[®] (EX-L). Under the hood, the i-VTEC[®] engine has been enhanced for a more fuel-efficient¹ and responsive ride. Style, sophistication, technology and utility, the CR-V has everything you crave. crv.honda.com

LX

- 180-hp, 2.4-liter, DOHC i-VTEC[®] 4-cylinder engine
- 5-speed automatic transmission
- Available Real Time[™] 4-wheel drive
- Vehicle Stability Assist[™] (VSA[®]) with traction control
- Tire Pressure Monitoring System[®] (TPMS)
- Front, front side and side curtain airbags with rollover sensor
- Active front head restraints
- Daytime Running Lights (DRL)

- 160-watt AM/FM/CD audio system with 4 speakers
- MP3/Windows Media[®] Audio[®] (WMA) playback capability
- MP3/auxiliary input jack
- Conversation mirror with sunglasses holder
- Power mirrors, windows and door locks
- Remote entry system
- Cruise control
- Tilt and telescopic steering column

EX additions or replacements

- Steering wheel-mounted audio controls
- Dual-deck cargo shelf
- One-touch power moonroof with tilt feature
- Rear privacy glass
- 160-watt AM/FM/6-disc in-dash audio system with 6 speakers
- Compass
- 17-inch alloy wheels

EX-L additions or replacements

- Leather-trimmed seats
- Center console
- Driver's seat with 10-way power adjustment, including power lumbar support
- Dual-zone automatic climate control system
- 270-watt AM/FM/6-disc in-dash audio system with 7 speakers, including subwoofer
- USB Audio Interface[®]
- XM[®] Radio[®]
- Available Honda Satellite-Linked Navigation System[™][®] with voice recognition, digital audio-card reader, rearview camera and *Bluetooth*[®] HandsFreeLink[®]

Pilot



Pilot Touring shown in Crystal Black Pearl.

Ride Ready. It's all about discovering the moment. The instant where everything comes together perfectly. Achieving it is easier when you're ready for anything. With a powerful 3.5-liter V-6 engine, three comfortable rows of seats and up to 87 cu ft of cargo space,¹¹ the Pilot is definitely your tool of choice. And if your style leans more toward luxury, the Touring model adds features like a power tailgate and navigation system.⁸ pilot.honda.com

LX

- 250-hp, 3.5-liter, SOHC i-VTEC[®] V-6 engine with Variable Cylinder Management[™] (VCM[®])
- Available Variable Torque Management[®] 4-wheel-drive system (VTM-4[®])
- Vehicle Stability Assist[™] (VSA[®]) with traction control
- Active front head restraints
- AM/FM/CD audio system with 7 speakers, including subwoofer
- MP3/auxiliary input jack
- Integrated Class III trailer hitch¹²
- 8-passenger seating

EX additions or replacements

- AM/FM/6-disc in-dash audio system with 7 speakers, including subwoofer
- Tri-zone automatic climate control system with humidity control and air-filtration
- Driver's seat with 10-way power adjustment, including power lumbar support
- HomeLink[®] remote system⁹
- XM[®] Radio⁸
- Chrome exhaust finishers
- Fog lights
- Roof rails
- 17-inch alloy wheels

EX-L additions or replacements

- Leather-trimmed interior
- Rearview mirror with rearview camera display
- Heated front seats
- Passenger's seat with 4-way power adjustment
- Power moonroof with tilt feature
- Available Honda DVD Rear Entertainment System
- 512-watt AM/FM/6-disc in-dash premium audio system with 10 speakers, including subwoofer (with RES)
- 115-volt power outlet (with RES)

Touring additions or replacements

- Power tailgate with lift-up glass hatch
- Honda Satellite-Linked Navigation System[™] with voice recognition, off-road tracking and rearview camera
- 512-watt AM/FM/6-disc in-dash premium audio system with 10 speakers, including subwoofer
- USB Audio Interface⁵
- Bluetooth[®] HandsFreeLink[®]
- 115-volt power outlet
- Available Honda DVD Rear Entertainment System



Odyssey

Odyssey Touring shown in Alabaster Silver Metallic.

This is one happening van. The soul of the Odyssey is in its incredible ability to go with the flow, with seating for up to eight or a cargo capacity of up to 147 cubic feet.* But more than just a big box to carry your things, it also features sleek, ultra-modern styling, state-of-the-art technology, 5-star crash ratings† and a sporty feel usually absent in this category. From the moment you hop in, you'll quickly discover that there's nothing like an Odyssey. odyssey.honda.com

LX

- 244-hp, 3.5-liter, SOHC VTEC® V-6 engine
- 5-speed automatic transmission
- Vehicle Stability Assist™ (VSA®) with traction control
- Tire Pressure Monitoring System® (TPMS)
- Front, front side and side curtain airbags with rollover sensor
- Active front head restraints
- MP3/auxiliary input jack
- One-motion 60/40 split 3rd-row Magic Seat®

EX additions or replacements

- Power sliding doors
- Driver's seat with 8-way power adjustment
- 16-inch alloy wheels
- Integrated sunshades (2nd row)
- Available Honda DVD Rear Entertainment System
- 115-volt power outlet (with RES)

EX-L additions or replacements

- 244-hp, 3.5-liter, SOHC i-VTEC® V-6 engine
- Variable Cylinder Management™ (VCM®)
- Leather-trimmed interior
- Rearview mirror with rearview camera display
- Passenger's seat with 4-way power adjustment
- Power tailgate
- Available Honda Satellite-Linked Navigation System™ with voice recognition (with RES)
- Bluetooth® HandsFreeLink® (with navigation)

Touring additions or replacements

- Honda Satellite-Linked Navigation System® with voice recognition and rearview camera
- Bluetooth® HandsFreeLink
- Honda DVD Rear Entertainment System
- 360-watt AM/FM 6-disc in-dash premium audio system
- Memory-linked side mirrors with reverse-gear tilt-down
- 8-way power driver's seat with 2-position memory
- Fog lights
- Power adjustable pedals

*Honda reminds you to properly secure items stored in the cargo area. †Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact airbags (SABs).



Ridgeline

Ridgeline RTS shown in Bali Blue Pearl.

Backbone meets brain. Usually, half-ton pickups boast ruggedness at the expense of refinement. Our goal was to build a truck every bit as tough as it needed to be, but also send it into new territory. So in addition to Ridgeline's solid construction and ability to tow up to 5,000 lbs,¹⁹ it also scores big in delivering comfort, efficiency and bold innovation. Industry-first features like a dual-action tailgate in a pickup and lockable In-Bed Trunk,⁶ as well as all of its fun-to-drive qualities, keep the Ridgeline in a class all its own. ridgeline.honda.com

RT

- 250-hp, 3.5-liter, SOHC VTEC[®] V-6 engine
- 5-speed automatic transmission
- Variable Torque Management[®] 4-wheel-drive system (VTM-4[®])
- Vehicle Stability Assist[™] (VSA[®]) with traction control
- Tire Pressure Monitoring System[®] (TPMS)
- Front, front side and side curtain airbags with rollover sensor
- Active front head restraints
- Daytime Running Lights (DRL)
- Dual-action tailgate

- Lockable In-Bed Trunk⁶
- Integrated Class III trailer hitch¹⁹

RTS additions or replacements

- Dual-zone automatic climate control
- MP3/auxiliary input jack
- 160-watt AM/FM/6-disc in-dash audio system with 7 speakers, including subwoofer
- Driver's seat with 10-way power adjustment, including power lumbar support

- 17-inch alloy wheels
- All-weather heavy-duty floor mats

RTL additions or replacements

- Leather-trimmed interior
- Leather-wrapped steering wheel
- Heated front seats
- Carpeted floor mats
- Heated side mirrors
- XM[®] Radio⁸

- 115-volt power outlet
- Power moonroof
- Ambient console lighting
- Fog lights
- 18-inch machine-finished alloy wheels
- HomeLink[®] remote system⁹
- Programmable Multi-Information Display
- Available Honda Satellite-Linked Navigation System[™] with voice recognition, rearview camera and Bluetooth[®] HandsFreeLink[®]



Element

Element EX shown in Polished Metal Metallic.

Being useful is everything. Start with its wide-opening side cargo doors and clamshell tailgate. Both make for easy access for your gear, your friends or even your best friends in our available Dog Friendly Honda Element Package,* which includes pet-friendly extras. An available Honda Satellite-Linked Navigation System™ will guide you while Element's capable 2.4-liter i-VTEC® engine, and available Real Time™ 4-wheel drive on LX and EX, ensures your arrival. It's more fun, more freedom, more flexibility. For any lifestyle. element.honda.com

LX

- 166-hp, 2.4-liter, DOHC i-VTEC® 4-cylinder engine
- 5-speed automatic transmission
- Available Real Time™ 4-wheel drive
- Vehicle Stability Assist™ (VSA®) with traction control
- Front, front side and side curtain airbags with rollover sensor
- Anti-lock braking system (ABS)
- Electronic Brake Distribution (EBD)
- Tire Pressure Monitoring System® (TPMS)
- Daytime Running Lights (DRL)

- Cruise control
- 120-watt AM/FM/CD audio system with 4 speakers

EX additions or replacements

- 270-watt AM/FM/CD audio system
- 16-inch alloy wheels
- Water-resistant FXC™ fabric on front and rear seats
- Center console with removable cooler

- Ambient console lighting
- Available Honda Satellite-Linked Navigation System™ with voice recognition, rearview camera and USB Audio Interface®

SC additions or replacements (2WD only)

- Exclusive grille and bumper
- 18-inch alloy wheels
- Lowered suspension
- Exclusive seat fabrics and door-panel inserts
- Center console with storage compartment

*Not intended for dogs larger than 80 lbs.

Accord Crosstour



Accord Crosstour EX-L shown in Alabaster Silver Metallic.

Say hello to the modern vehicle. Smooth and sporty, with utility to spare, the all-new Accord Crosstour is a refreshingly new way to think about vehicles. The Crosstour offers a commanding view, and comfortable seating for five. The sloping rear tailgate opens to reveal a spacious cargo area. The 60/40 split rear seatback is spring-activated, and levers can be easily reached from the cabin or from the rear cargo area.¹¹ A removable, water-resistant under-floor utility box is just right for stashing gear. Plus, the carpeted rear floor panels can be flipped hard-side-up for durability. It's a whole new way to get ahead. crosstour.honda.com

EX

- 271-hp, 3.5-liter i-VTEC® V-6 engine
- Drive-by-Wire™ throttle system
- Variable Cylinder Management™ (VCM®)
- Active Sound Control
- ULEV emissions rating¹⁵
- 5-speed automatic transmission
- Double wishbone front suspension
- Independent multi-link rear suspension
- 17-inch alloy wheels
- 225/65 R17 102T all-season tires
- 1,500-lb towing capacity¹⁶
- Dual-stage, multiple-threshold front airbags (SRS)

- Front side airbags with passenger-side Occupant Position Detection System (OPDS)
- Side curtain airbags with rollover sensor
- Active front head restraints
- Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA®) with traction control
- Brake Assist
- Tire Pressure Monitoring System⁹ (TPMS)
- Anti-lock braking system (ABS)
- Outboard Lower Anchors and Tethers for CHildren (LATCH)

- One-touch power moonroof with tilt feature
- Security system with remote entry and power window control
- Variable intermittent windshield wipers
- Projector-beam halogen headlights with auto-off
- Fog lights
- Body-colored, heated, folding power side mirrors
- Rear privacy glass
- Chrome exhaust finishers
- Dual-zone automatic climate control system
- Selector knob with scrolling and multi-line display
- Power windows with auto-up/down driver's and front passenger's windows

- Power door locks
- Cruise control
- Illuminated steering wheel-mounted audio and cruise controls
- Tilt and telescopic steering column
- Center console with sliding armrest and storage compartment
- Driver's and front passenger's illuminated vanity mirrors
- Blue ambient console lighting
- Map lights
- 12-volt power outlets (3)
- Driver's seat with 10-way power adjustment including power lumbar support
- Passenger's seat with 4-way power adjustment
- Easy fold-down 60/40 split rear seatback
- 360-watt AM/FM/6-disc in-dash audio system with 7 speakers, including subwoofer
- Radio Data System (RDS)
- MP3/Windows Media® Audio⁴ (WMA) playback capability
- MP3/auxiliary input jack

EX-L additions or replacements

- 18-inch alloy wheels
- 225/60 R18 100H all-season tires
- Available Real Time™ 4-wheel drive
- Projector-beam halogen headlights with auto-on/off
- Memory-linked side mirrors with reverse gear tilt-down
- Bluetooth[®] HandsFreeLink[®] with steering wheel-mounted controls
- Leather-wrapped steering wheel
- Leather-wrapped shift knob
- HomeLink[®] remote system⁹
- Automatic dimming rearview mirror
- Cargo privacy cover
- Leather-trimmed seats
- Heated front seats with driver's seat 2-position memory
- USB Audio Interface⁵
- XM[®] Radio⁶
- Available Honda Satellite-Linked Navigation System™⁸ with voice recognition and rearview camera with guidelines



Every Honda is a smart value thanks to timeless design, great reliability and extended maintenance intervals. Check out our Best Overall Brand Award and Best Resale Value Awards¹⁷ from Kelley Blue Book's kbb.com, Best Overall Value Awards from IntelliChoice¹⁸ and – for our sixth year in a row – Industry Best Residual Value Award from *Automotive Lease Guide*.¹⁹



Tough. Nimble. Able to handle almost any condition. It's no wonder Honda is the official vehicle of the NHL.²⁰



Your dealer's team of trained technicians is at the ready to help keep your Honda in superb shape. All 2010 Honda vehicles – and any Honda Genuine Accessories installed at the time of vehicle purchase – are covered by the 3-year/36,000-mile New-Vehicle Limited Warranty.²¹ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty, too.²¹ For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.

HONDA Financial Services

Whether you buy or lease a Honda vehicle, Honda Financial Services can assist you with the process. Please ask your dealer which lease or purchase plan best suits your needs.

HONDA Care

Honda Care[®] is an affordable, comprehensive vehicle and travel protection plan backed by Honda reliability, service and parts. Please see your dealer for details.



Want your own look? Ask your dealer about Honda Genuine Accessories. They're designed, engineered and tested to meet the same exacting standards as your new vehicle – and a high-quality way to make your new Honda a reflection of your one-of-a-kind personality.



In 1959, Honda began doing business in Los Angeles with a handful of motorcycles, including the 305cc Honda Dream. Fifty years later, we now design and build automobiles, ATVs, personal watercraft and power equipment products, right here in America.^{*} As we look back at 50 years in America, the dreams of our associates have always guided our vision, helping to bring a simple humanity to even our most complex products.

^{*}Honda products are manufactured using domestic and globally sourced parts.



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¹Based on 2010 EPA mileage estimates, reflecting new EPA fuel economy methods beginning with 2008 models. Use for comparison purposes only. Do not compare to models before 2008. Your actual mileage will vary depending on how you drive and maintain your vehicle. EPA mileage estimates: Insight, 40 city/43 hwy.; Fit (base w/5AT), 28 city/35 hwy.; Civic Hybrid, 40 city/45 hwy.; CR-V, (2WD) 21 city/28 hwy., (4WD) 21 city/27 hwy. ²AT-PZEV (Advanced Technology Partial Zero-Emission Vehicle) models as certified by California Air Resources Board (CARB) are available in California and states that have adopted California Zero-Emission Vehicle Regulations. ³For optimal tire wear and performance, tire pressure should be checked regularly with a gauge. Do not rely solely on the monitor system. Please see your Honda dealer for details. ⁴Windows Media[®] is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁵The USB Audio Interface is used for direct connection to and control of some current digital audio players and other USB devices that contain MP3, WMA or AAC music files. Some USB devices with security software and digital rights-protected files may not work. Please see your Honda dealer for details. ⁶The Honda Satellite-Linked Navigation System[™] is available on select EX, EX-L, Sport with automatic transmission, Hybrid, RTL and Si models in the United States, except Alaska. Navigation system is standard on Odyssey and Pilot Touring models. Please see your Honda dealer for details. ⁷The Bluetooth[®] word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by Honda Motor Co., Ltd., is under license. ⁸Required XM Radio subscription sold separately after 90-day trial period. Subscriptions are governed by the XM Customer Agreement available at xmradio.com/serviceterms. Other fees and taxes apply after trial period; see XM Customer Agreement for details. Fees and programming subject to change. Service not available in Canada, Alaska, or Hawaii. ©2009 SIRIUS XM Radio Inc. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. ⁹HomeLink[®] and the HomeLink house are registered trademarks of Johnson Controls. ¹⁰*Car and Driver*, January 2010. ¹¹Carrying too much cargo or improperly storing it can affect the handling, stability and operation of this vehicle. Before carrying any cargo, be sure to consult the owner's manual for load limits and loading guidelines. ¹²Maximum towing capacity for 4WD models is 4,500 lbs. Maximum towing capacity for 2WD models is 3,500 lbs. Towing requires the addition of the Honda accessory towing kit and hitch ball. Trailer harness standard on Touring models. Premium unleaded fuel recommended when towing. Please see your Honda dealer for details. ¹³Towing requires the addition of the Honda accessory towing kit and hitch ball. Trailer harness standard on RTS and RTL models. Premium unleaded fuel recommended when towing. Please see your Honda dealer for details. ¹⁴FXC[™] is a trademark of Milliken & Company. ¹⁵ULEV-rated by California Air Resources Board (CARB). ¹⁶Maximum towing capacity is 1,500 lbs. Towing requires the addition of the Honda accessory trailer hitch and hitch ball. Please see your Honda dealer for details. ¹⁷Kelley Blue Book's kbb.com awarded Honda six Best Resale Value Awards for the 2009 Civic, the 2009 Civic Hybrid, the 2009 CR-V, the 2009 Fit, the 2009 Odyssey and overall Brand. www.kbb.com/bvra09. Vehicle's projected resale value is specific to the 2009 model year. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ¹⁸Based on 2009 model-year study. IntelliChoice[®] Inc. www.intellichoice.com. ¹⁹*Automotive Lease Guide*, 2009 Industry Brand Residual Value Award. ²⁰NHL and the NHL Shield are registered trademarks of the National Hockey League. © NHL 2009. ALL RIGHTS RESERVED. ²¹**3-Year/36,000-Mile Limited Warranty. 5-Year/60,000-Mile Limited Powertrain Warranty.** Ordinary maintenance or adjustments, parts subject to normal wear and replacement, and certain items are excluded. Please see your Honda dealer for terms and conditions of the limited warranties. **Always use seat belts and appropriate child seats. Children 12 and under are safest when properly restrained in the rear seat.** Specifications, features, illustrations and equipment shown in this brochure are based upon the latest available information at the time of printing. Although descriptions are believed to be correct, accuracy cannot be guaranteed. 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