



HONDA

2012



Insight

HYBRID



The hybrid for everyone.

THE 2012 HONDA INSIGHT. Yes, it's a hybrid. But beyond its low emissions, affordability and refined fun-to-drive nature, it can actually help make you a more fuel-efficient driver. And, yes, it's a sleek, stylish 5-passenger 5-door hatchback, but the 2012 Insight also represents a simple innovative step we can all take towards making our dream of *Blue Skies for our Children* come true.



At Honda, we have always considered it our responsibility to do our part to help preserve the global environment, for today and for generations to come. This is an environmental vision we call *Blue Skies for our Children* and with this vision in mind, we felt it was time to make a change for the greater good of the planet.



Your take control panel.

2011 model shown.

- 1> Ambient Meter** If you've ever wondered how fuel efficiently you drive, this is where you'll find out. Check your speedometer's background colour. If you see blue, that means you could be driving more efficiently, and if you see green, that means you are.
- 2> Eco Drive Bar** Here, your job is to keep the bar as close to the centre point as possible. Heavy acceleration and braking will mean the bar moves away from the centre into the shaded areas – so keep it light and bright.
- 3> Eco Assist™ Scoring** As you learn to drive more efficiently, you are rewarded with “leaves.” The more economically you drive, the more the leaves grow. And to help your score, there's an Eco Drive bar that indicates how efficiently you're driving. Keep the line as close to the centre as possible and you're on your way to a higher score.
- 4> Drive Cycle Scoring** There are three Eco stages, and as you score more “leaves” you advance from one stage to the next. Once you have reached the third and final stage, which can take several months, a trophy icon appears. But remember: your score can go down if you're not driving efficiently.
- 5> ECON Mode** Press this button, and the Insight turns into even more of a lean, fuel-efficient machine that automatically regulates itself to reduce energy use and emissions.



Score one for the planet at the push of a button.

ECOLOGICAL DRIVE ASSIST SYSTEM™ (ECO ASSIST™) Watch and learn as the Eco Assist interactive learning tools actually encourage and teach you how to become a more fuel-efficient driver. The system monitors your immediate driving habits and can show you in real time how efficiently you are accelerating, braking or cruising by changing the speedometer background colour from blue to green. Plus, with the Eco Assist Scoring feature, the system offers you a long-term cumulative score that rewards you with “leaves” as your driving performance and efficiency improves over time. Not that spending less on gas isn’t a reward in itself.

ECON The ECON button is here for a reason. Press it, and the Insight goes into “super-economy” mode. You’ll get smoother acceleration, extended idle stop time, increased regenerative charging and even use less power for the air conditioning. ECON mode is designed to help you reduce the amount of fuel your Insight uses on long hauls or short ones. And, in turn, reduce emissions. Of course, how much you reduce depends on your individual driving style. But it’s nice to know a more efficient option exists.

2011 model shown.



The technology behind the technology.

INTEGRATED MOTOR ASSIST IMA® So what makes an Insight a hybrid? Well, it's actually a little something called the Integrated Motor Assist, or IMA®. This is the ultra-thin electric motor that adds power when you need it and recharges itself through the recapturing of energy created during braking.

1.3-L i-VTEC® 4-CYLINDER ENGINE If the Integrated Motor Assist is the soul of the Insight, then the high-efficiency, low-friction 1.3-litre i-VTEC engine is most certainly its heart. So what happens when you put responsive performance, excellent fuel efficiency and intelligent hybrid technology into the same engine together? Well, you get a healthy real-world balance of efficient highway commuting and efficient city driving. And did we mention you get other incredible things too, like less pit stops and more peace of mind?



CONTINUOUSLY VARIABLE TRANSMISSION (CVT) In many ways, the CVT is like a regular automatic transmission, except in this case it's got Insight written all over it. It's more enlightened. It's more efficient. And it constantly adjusts to help provide you with the most efficient drive ratio possible, depending on your driving demands. So you could say it's like a regular transmission, but way smarter, and another great example of the lengths Insight engineers have gone to improve fuel efficiency and acceleration.



Advanced aerodynamics, hybrid style.



EXTERIOR Virtually everything about the sleek, distinctive exterior has been designed to improve fuel efficiency and handling using advanced aerodynamics. From its exceptionally flat underbody and advanced acoustic windshield design to its rigid, yet lightweight, body structure and tailgate spoiler, the Insight takes aerodynamics to an efficient new level. And it does it all with style.

HANDLING Sometimes it's what you don't see that you notice most, and if you're one of those drivers who appreciate smooth, quiet, sporty, rigid handling, you'll want to take a closer look at the Insight. Look at it this way: everything from the MacPherson strut front suspension to the positioning of its hybrid components under the rear cargo area has been designed, planned and positioned to enhance your feeling of confidence behind the wheel.

LIGHTING The distinctive appearance of the Insight is capped off by its eye-catching lighting. Projector-beam halogen headlights give you bright, well-defined light for exceptional visibility, while the brake light's light-emitting diodes (LED) provide maximum illumination and create an unmistakable lighting signature.



It hugs the planet
and a lot of other stuff too.

2011 models shown.

INTERIOR On the inside, the hybrid for everyone meets a perfectly comfortable, spacious world you can call your own. You could even go so far as to say the 5-passenger Insight is as user friendly on the inside as it is eye-catching on the outside. From the driver's perspective, the modern sculpted cockpit offers you a clear view of the two-tier instrument panel. And the new glass panel in the rear hatch area makes things look even better, while at the same time, giving you greater visibility.

VERSATILITY When it comes to life's longer, larger items, the Insight is ready to lend a hand. Picture yourself achieving the perfect balance of car and cargo. Imagine how helpful space-finding features like the 60/40 split fold-down rear seatback would be, which, when folded flat, creates an 891-litre world of functional space. And to keep a lid on life's little stuff, there are numerous cargo nooks under the floor of the rear storage area. In short, mess has met its match.





Tech savvy.

2011 model shown.

AUDIO As wise as the Insight is in the ways of efficiency, it's equally wise in the ways of music. From CDs and MP3s to iPod® and Windows Media® Audio, the Insight has an ear for all kinds of music. It features a 4-speaker, 160-watt AM/FM/CD audio system, and it boasts a Speed-sensitive Volume Control (SVC) system to ensure everything always sounds perfect.

MAINTENANCE MINDER Never sure when to take your vehicle in for maintenance? Well, the Insight has that covered. The Maintenance Minder system automatically determines when service is required. It also anticipates maintenance schedules, such as oil-and-filter changes and tire rotation, based on your driving habits.

CRUISE CONTROL How do you make an enjoyable ride even more enjoyable? Cruise control. Keep a consistent, steady speed and enjoy a more relaxing drive thanks to the steering wheel-mounted cruise control.



Safe on the outside. Safe on the inside.

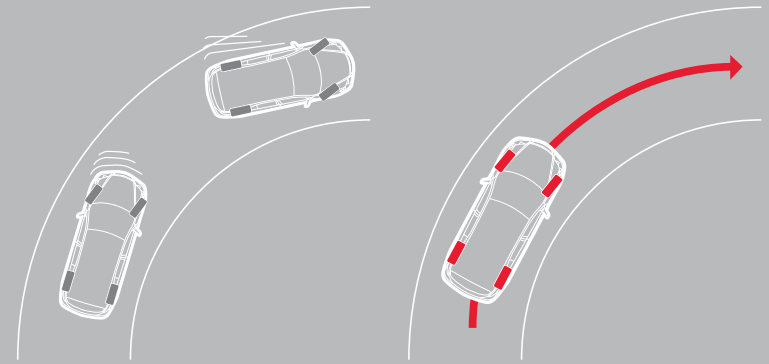
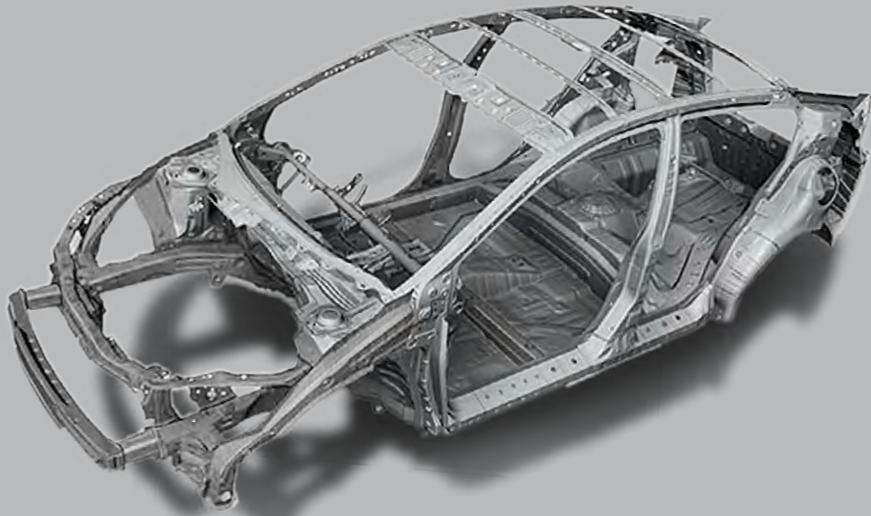
SAFETY FOR EVERYONE is our commitment to providing one of the highest levels of standard safety features to help ensure occupant safety and protection.* And through real-world research, Honda is developing measures of protection to enhance the safety of occupants in other vehicles and even pedestrians – an innovative idea that is quickly becoming a reality.

*Based on tests published by the National Highway Traffic Safety Administration (NHTSA) for models featuring standard front and side airbags. Government star ratings are part of the NHTSA New Car Assessment Program (www.safercar.gov).

ACE™ Body Structure. The Insight's Advanced Compatibility Engineering™ (ACE) body structure disperses frontal impact energy to increase occupant protection and allow for collision compatibility between vehicles of different weights and sizes.

Vehicle Stability Assist (VSA®). Vehicle Stability Assist senses and corrects oversteer and understeer situations to enhance handling and cornering stability, while Traction Control helps to ensure better control during acceleration on loose or slippery surfaces.

Six Standard Airbags. Six airbags line the vehicle's cabin, including side curtain airbags and the passenger-side Occupant Position Detection System (OPDS) airbag that will not deploy if the system detects a smaller-sized or out-of-position occupant.



Pedestrian Safety. Innovative pedestrian safety features include energy-absorbing hood and front fenders and breakaway wiper pivots.

Active Front Seat Head Restraints. Active front seat head restraints lessen the potential for neck injuries during rear-end collisions by reducing the space between the occupant's head and the seat head.

Anti-lock Brakes. For safe stopping, the 4-wheel Anti-lock Braking System (ABS) helps you maintain control under hard braking conditions, while Electronic Brake Distribution (EBD) optimizes braking power based on weight distribution inside the vehicle.

Child Safety. The Insight features childproof rear door locks, as well as rear-seat Lower Anchors and Tethers for Children (LATCH) for secure child-seat restraint.

Seat Belt Safety. Be prepared for the unexpected with 3-point height-adjustable seat belts with front pretensioners.

Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly secured in the rear seat.



THE POWER OF DREAMS, IN ALL THEIR FORMS. At Honda, we're committed to being a leader in innovative thinking, from the design of our vehicles to the way we work. We have a proud tradition of turning ideas into products and initiatives that help make the world around us a bit brighter and a little more fun. We continually strive to do things others think can't be done, because true innovation comes from daring to dream. Here are just some of the technically ingenious things Honda has brought to life through The Power of Dreams.

- 1> ASIMO™, THE ADVANCED LIFE-ASSISTING ROBOT
- 2> INNOVATIVE PRODUCTS LIKE THE HONDAJET
- 3> OVER 5.3 MILLION VEHICLES ASSEMBLED AT OUR CANADIAN MANUFACTURING FACILITIES
- 4> 10 NORTH AMERICAN HONDA PLANTS ARE SENDING ZERO WASTE TO LANDFILL
- 5> 2,736 TREES SPARED IN CANADA BY PRODUCING DIGITAL BROCHURES
- 6> BLUE SKIES FOR OUR CHILDREN IS HONDA'S ENVIRONMENTAL VISION FOR CANADA AND BEYOND
- 7> 25 YEARS PRODUCING HONDA VEHICLES AT OUR PLANT IN ALLISTON, ONTARIO
- 8> THE HONDA HEAD OFFICE IN MARKHAM, ONTARIO IS CERTIFIED LEED GOLD

Insight



Insight LX

ENGINE	LX
1.3-litre, 8-valve, SOHC, i-VTEC® 4-cylinder with Integrated Motor Assist IMA®	•
Horsepower @ rpm*	98 @ 5800
Torque (lb.-ft. @ rpm)*	123 @ 1000-1700
Displacement (cc)	1339
Redline (rpm)	6200
Emissions rating	Tier 2 Bin 3
Bore and stroke (mm)	73 x 80
Compression ratio	10.8:1
Recommended fuel	Regular Unleaded
Ecological Drive Assist System™ (Eco Assist™)	•
*Horsepower and torque calculations reflect SAE net Rev. 08/04, SAE J1349 procedures.	
DRIVETRAIN	LX
Continuously variable transmission (CVT)	•
Drive-by-Wire Throttle System™	•
Front-wheel drive	•
CHASSIS	LX
15" steel wheels with full covers	•
All-season tires	P185/60 R15
Electric power-assisted rack-and-pinion steering (EPS)	•
Front and rear stabilizer bars	•
MacPherson strut front suspension	•
Power-assisted, ventilated front disc/rear drum brakes	•
Torsion-beam rear suspension	•
SAFETY	LX
3-point seat belts with front pretensioners	•
4-wheel Anti-lock Braking System (ABS) with Electronic Brake Distribution (EBD) and Brake Assist	•
Active front seat head restraints	•
Advanced Compatibility Engineering™ (ACE™) body structure	•
Childproof rear door locks	•
Dual-stage, dual-threshold front airbags (SRS)	•
Front side airbags with passenger-side Occupant Position Detection System (OPDS)	•
Immobilizer Theft-Deterrent System	•
Lower Anchors and Tethers for Children (LATCH)	•
Security alarm system	•
Side curtain airbags	•
Vehicle Stability Assist (VSA®) with Traction Control	•
FUEL ECONOMY‡ (L/100KM)	LX
Continuously variable transmission (CVT) (City/Hwy/Combined)	4.7/4.4/4.6
‡Fuel consumption for comparison purposes only and may vary with usage and accessories. See dealer for latest EnerGuide results published by Natural Resources Canada (when available).	

Insight

EXTERIOR LX

- Body-coloured door handles •
- Body-coloured heated folding power side mirrors •
- Front splash guards •
- Light-emitting diode (LED) taillamps •
- Projector-beam halogen headlights •
- Rear window defroster •
- Rear window wiper •
- Tailgate spoiler •

SEATING & TRIM LX

- 60/40 split fold-down rear seatback •
- Adjustable head restraints •
- Driver's seat with manual height adjustment •
- Floor mats •

COMFORT & CONVENIENCE LX

- Accessory socket •
- Automatic climate control with air-filtration system •
- Cargo area light •
- Centre console with beverage holders •
- Digital odometer •
- Digital trip meter •
- Door-pocket storage bins •
- Driver's vanity mirror •
- Eco Assist™ coaching display •
- Exterior temperature indicator •
- Front beverage holders •
- Fuel consumption display •
- Integrated Motor Assist IMA® battery state of charge indicator •
- Integrated Motor Assist IMA® charge indicator •
- Intermittent windshield wipers •
- Maintenance Minder system •
- Power windows with auto-up/down driver's window •
- Programmable automatic power door locks •
- Remote entry system •
- Seat-belt warning chime •
- Spare tire •
- Steering wheel-mounted cruise control •
- Tachometer •
- Tilt and telescoping steering column •
- Under-cargo-floor storage •



Insight LX

Insight

DIMENSIONS

LX

Cargo volume – seat up/down (L)	450/891
Curb weight (kg)	1250
Fuel tank capacity (L)	40
Ground clearance (mm)	145
Headroom – front/rear (mm)	984/924
Height (mm)	1427
Hip room – front/rear (mm)	1310/1238
Legroom – front/rear (mm)	1074/839
Length (mm)	4377
Passenger volume (L)	2407
Shoulder room – front/rear (mm)	1338/1279
Track – front/rear (mm)	1481/1472
Wheelbase (mm)	2550
Width (mm)	1694

ENTERTAINMENT

LX

- 160-watt AM/FM/CD audio system with MP3/Windows Media® Audio compatibility and 4 speakers
- MP3/auxiliary input jack
- Radio Data System (RDS)
- Roof-mounted antenna
- Speed-sensitive Volume Control (SVC)

COLOUR & TRIM

INSIGHT LX

98-hp, 1.3-litre, 8-valve, SOHC, i-VTEC® 4-cylinder with Integrated Motor Assist IMA® · 4-wheel Anti-lock Braking System (ABS) with Electronic Brake Distribution (EBD) and Brake Assist · 15" steel wheels with full covers · 60/40 split fold-down rear seatback · 160-watt AM/FM/CD audio system with MP3/Windows Media® Audio compatibility and 4 speakers · 3-point seat belts with front pretensioners · Advanced Compatibility Engineering™ (ACE™) body structure · Automatic climate control with air-filtration system · Body-coloured heated folding power side mirrors · Continuously variable transmission (CVT) · Drive-by-Wire Throttle System™ · Driver's seat with manual height adjustment · Dual-stage, dual-threshold front airbags (SRS) · Ecological Drive Assist System™ (Eco Assist™) · Eco Assist™ coaching display · Front side airbags with passenger-side Occupant Position Detection System (OPDS) · Integrated Motor Assist IMA® battery state of charge indicator · Integrated Motor Assist IMA® charge indicator · Light-emitting diode (LED) taillamps · MacPherson strut front suspension · MP3/auxiliary input jack · Power-assisted, ventilated front disc/rear drum brakes · Projector-beam halogen headlights · Side curtain airbags · Tailgate spoiler · Tilt and telescoping steering column · Vehicle Stability Assist (VSA®) with Traction Control

EXTERIOR / INTERIOR COLOURS

LX

Frosted Silver Metallic	Grey Fabric
Polished Metal Metallic	Black Fabric
Taffeta White	Black Fabric
Dyno Blue Pearl	Grey Fabric

Insight – EXTERIOR COLOURS



Insight – INTERIOR COLOURS





PACKAGES AND KITS

PROTECTION PACKAGE

- > All-weather floor mats
- > Cargo tray
- > Rear splash guards

1> Full nose mask

2> Car cover

3> Door visor

4> Rear bumper appliqué

5> Body side molding

6> Splash guards



1>



3>



5>



7>



2>



4>



6>



8>

WHEN IT COMES TO ENGINEERING, WE DON'T KNOW WHEN TO STOP. There's a lot more to Honda than our reliable cars and trucks. As a company founded on dreams, it's no surprise you can find our innovative engineering in everything from motorcycles to ATVs to power equipment and Marine. For almost anything you need to do, there's a Honda that can help you get the job done.

- 1> Snowblowers
- 2> Generators
- 3> Marine
- 4> Lawn and Garden
- 5> ATVs
- 6> Off-Road
- 7> Side-by-Side
- 8> Motorcycles



WE'RE HERE. At Honda, assistance and support are always available. The team of trained technicians at your Honda dealership will keep your vehicle in terrific shape. Honda accessories installed at the time your vehicle is purchased are covered under the 3-year/60,000-km limited warranty. If you need more information or assistance, call us at 1-888-9-HONDA-9. For all of the latest Honda information, including product specifications, pricing, photos and more, visit honda.ca. It has everything you need to “design” your Honda and personalize it with items from a list of quality accessories.

Quality Honda Accessories give you the opportunity to fine-tune your new Honda just how you like it. Whether you want to turn up the style, the versatility or the exclusivity, every accessory is designed and built to adhere to the strictest Honda standards. See your dealer for full details.

Genuine Honda Replacement Parts are made to the same exacting standards as original Honda components and are guaranteed by the Genuine Honda Parts Warranty.

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

We're ready to help. When you purchase a new Honda, you automatically receive Honda Plus Roadside Assistance. This service is available to you, or anyone else driving your vehicle, 24 hours a day, 7 days a week, anywhere in Canada or the continental U.S. Coverage is for 3 years, unlimited distance and includes towing, battery boosting and lockout assistance plus many other helpful services. Ask your dealer for more information.



Get the latest photos, MSRPs, features, accessories, specs and more at www.honda.ca

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