

Civic

Type S







Honda Racing F1 Team

Motor sport: where driving, engineering, design and ultimately nerves are tested to the limit. If the Power of Dreams* exists anywhere, it's here. If you're a manufacturer, a driver, a rider, or simply a fan, it's where you aspire to be. If you're an engineer and if you're good enough, it's where you'll end up. But if you work for Honda the chances are it's where you'll start. We regularly send engineers to work with our racing teams before they even start thinking about road vehicles. It allows them to completely reassess the way they approach design. Then, when they've experienced engineering innovation at its highest level, they bring all that knowledge back to the start and begin building cars like the Type S.

*See how the Power of Dreams helped us innovate some of the world's leading performance vehicles by following the stories at the start of each section.

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exterior design



Soichiro Honda was just 11 years old when he first saw a plane. “My dream is to fly”, he thought, and almost 90 years later the experimental HondaJet is going into production. Its unique ‘over the wing’ engine design allows for more space within the plane and a reduction in drag at higher speeds. Coupled with the use of lightweight materials and aerodynamics, the HondaJet has a 30-35% higher fuel efficiency than any other conventional aircraft.

There are more similarities between the HondaJet and the Type S than you might think. Apart from both adhering to the same key attributes of performance, comfort and quality, when the engineers first saw the original designs both were thought impossible to build. But new thinking works in the air so there is no reason why it shouldn’t work on the road. With its radical new design and intelligent use of space, the Type S shows just what you can achieve when you reach for the impossible.



Introducing the Type S

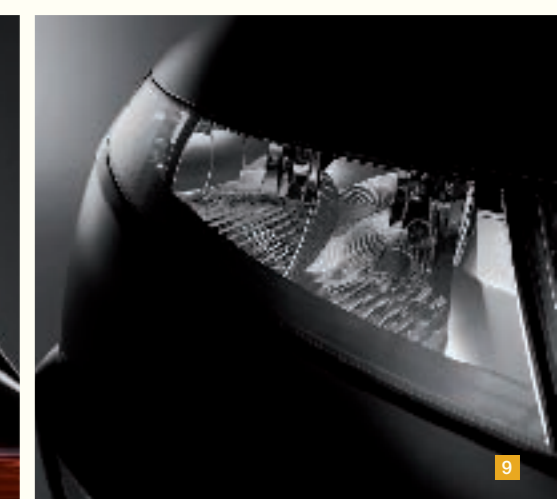
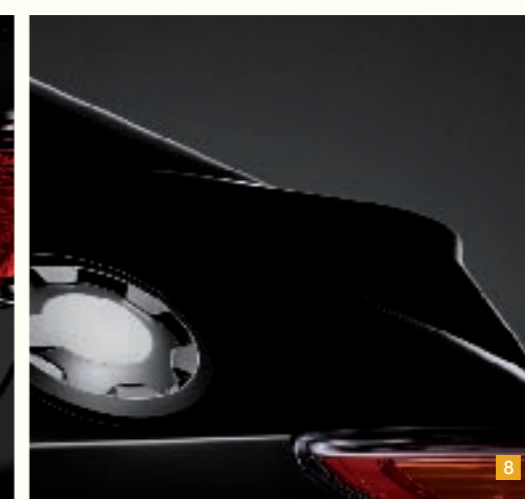
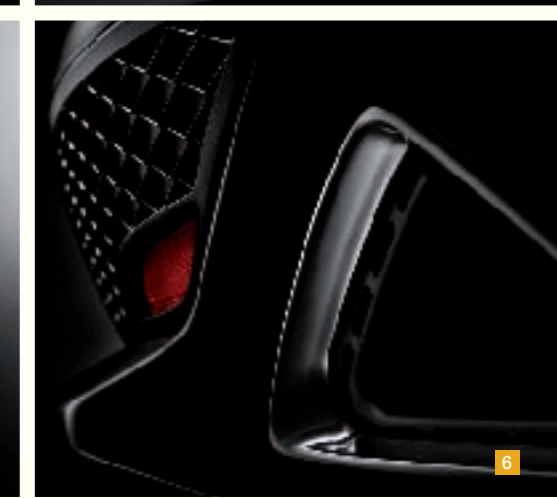




Honda engineers - making sure our Formula-1 car sticks to the road, our HondaJet stays in the sky and the Type S turns heads.

Our experience in Formula-1 and aeronautics means we can look at exterior design in a totally unique way. It has allowed us to ensure everything on the Type S has been finely tuned for better driving. The 17" alloy wheels offer a wider tread to provide added grip whilst the incredibly streamlined body shape creates a sporty look.





1.
Chrome front door handles continue the triangular theme.

4.
Body coloured power folding door mirrors with indicator.

7.
Wraparound rear light cluster with chrome Civic badge.

2.
17" alloy wheels are standard on all Type S models.

5.
Front foglights provide added safety and are standard on GT models.

8.
The rear windscreen has a water repellent hydrophilic coating, so there's no need for a wiper.

3.
Aluminium-effect fuel cap.

6.
Triangular twin chrome exhausts add to the sporty design of the Type S.

9.
Wraparound headlight cluster.



interior design

Since the design of our very first Formula-1 car, our engineers have been obsessed with the driver's environment. It's the place where split second decisions are made and where races are won or lost.

The Type S carries on this thinking and adds to it comfort, quality and refinement. Just like Formula-1, everything is in the detail.





The Dual Zone dashboard

Since the construction of our very first racing car we've been analysing the way our drivers absorb information. We soon discovered that performance depended on more than just controlling the car – they needed to feel a connection with the track. This meant designing a cockpit that created awareness of both the car and the road without the driver having to divert their attention away from the road. The Type S applies this theory with the Dual Zone dashboard. Cruise control, audio, driver information and voice recognition Satellite Navigation. Everything you need to know is right there in your peripheral vision.



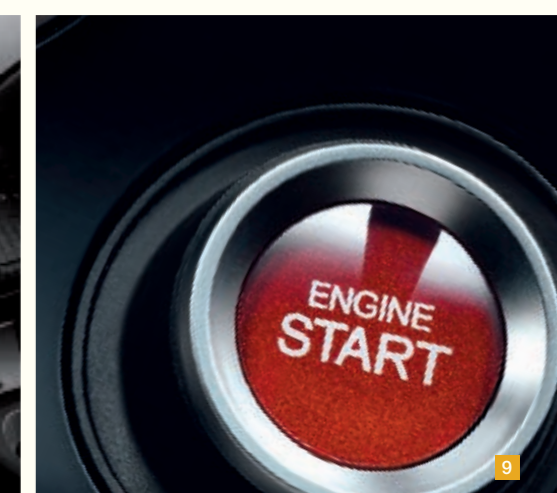
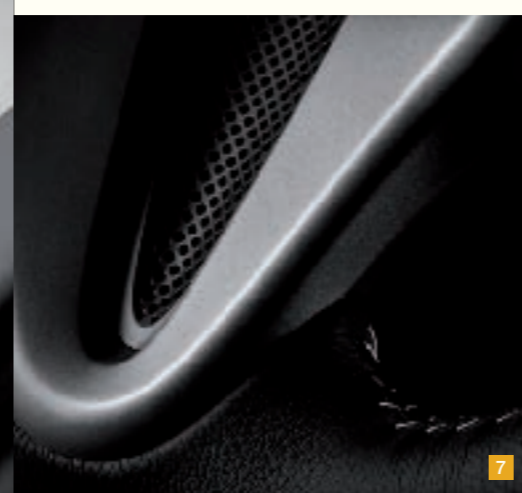
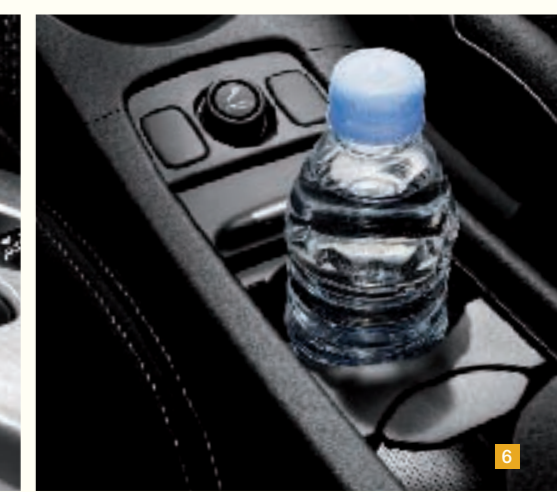
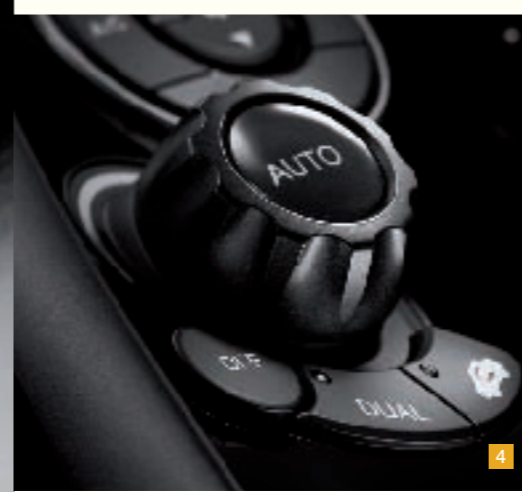
Interior Design

The Alcantara fabric comfortably moulds to the shape of your body, holding you in perfect position to interact with the car. It's all designed to offer comfort and control, creating a place where you can be reminded of the exhilarating experience driving can be.



Comfortable?

When you first sit inside the Type S you'll notice that everything around you has been thought about extensively - even down to the stitching. It's our obsession with perfection that drives us to do so. Everything you can see and feel has a purpose. No corner has been cut and nothing has been rushed. Every detail has been rendered to the highest quality so everyone can enjoy the experience.



1. Voice Activated Satellite Navigation makes journeys easier and safer.

4. Dual zone climate control for driver and front passenger (standard on GT models).

7. The Type S is finished to the highest quality even down to the stitching on the steering wheel.

2. Satellite Navigation, audio and climate control can all be accessed by using the multi-jog dial.

5. Multiple door lock and retractable door mirror switches.

8. Leather multi-function steering wheel with audio and driver information controls.

3. Cruise control for a more relaxed driving experience (standard on GT models).

6. Adjustable centre console with space for cups, bottles and CDs.

9. The red engine start button - where it all begins.



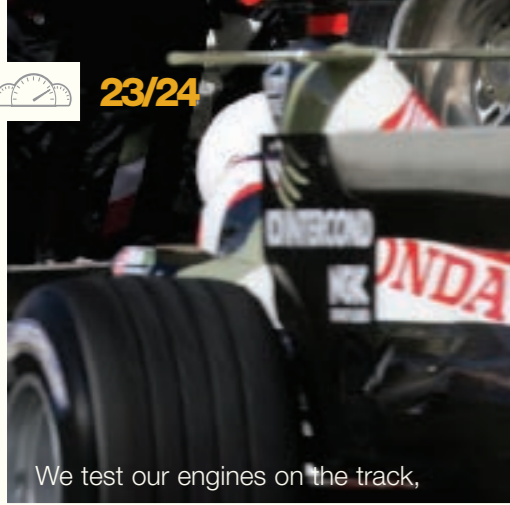
performance & safety

Dreams can lead you down many paths. At Honda, the aim is to create cars that offer peak performance. But with that comes greater responsibility to provide ever stronger safety measures. So as we move forward, our thinking constantly has to take on new directions.

Performance and safety are about standards, and there are none higher than your own. That's why, instead of relying on anyone else's technology, we build our own. In Tochigi we built the world's largest indoor crash test centre, in POLAR II we built the world's most advanced crash test dummy and in Motegi and Suzuka we built our very own Grand Prix standard race tracks on which we test every one of our new cars. The results are even more than a dream. Instead of relying on their own technology to raise standards, more and more car manufacturers are using ours.



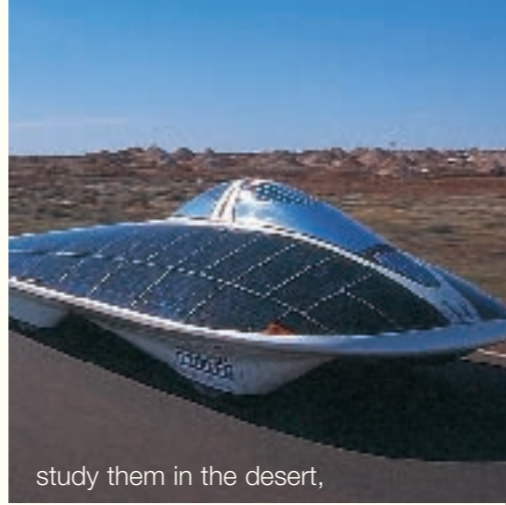
23/24



We test our engines on the track,



develop them in the water,



study them in the desert,



push them to the limit,



freeze them over in ice,



research them in the dark,



bury them in the sand,



study them in the clouds,



and feed them grass.

We love engines

That's why we build so many. It's also why we created the revolutionary VTEC engine - electronically controlled valve timing. The latest generation is the 1.8 i-VTEC. It gives the performance of a 2.0 litre engine with the fuel efficiency of a 1.6 litre engine - very efficient yet very powerful. But what about reliability? After more than 15 years and more than 15 million units, the VTEC range maintains its reputation for exceptional reliability and we will keep working to improve it. Even when it comes to emissions, the i-VTEC engine now produces 83% less HC (hydrogen and carbon atoms) and NOx (oxides of nitrogen) compared to ten years ago - producing the cleanest engines on the planet is just another one of our dreams.





Don't you just hate dirty, noisy, smelly diesel engines?

Honda engineer Kenichi Nagahiro did. So much, in fact, that he started from scratch and built a new engine that would be quiet, clean, efficient and smooth. The result is the i-CTDi, a lightweight 2.2 litre turbo diesel engine made in a revolutionary semi-solid casting process that gives it unparalleled stiffness and strength. Put simply, it's quieter and more refined than any other diesel. But that's not all it does.

- Award winning engine design, for greater fuel efficiency. (Winner of the 2005 International engine of the year awards)
- Increased torque - it delivers one of the highest torque outputs compared to its 4 cylinder rivals, meaning greater responsiveness with fewer gear changes
- Generating 140PS it's one of the most powerful diesel engines in its class
- Great acceleration - it can achieve 0-62mph in 8.6 seconds
- Low CO₂ emissions from 138 g/km



Great driving

Great driving is about confidence - confidence in your car, confidence in the conditions, confidence in

yourself. So one of the main factors in designing the Type S was to create an upgraded sports suspension system that allows drivers to feel utterly confident in not only the car's abilities but their own. The 5 door variant of the Civic already has a suspension system designed for performance, but with the Type S we looked to refine just about every aspect. The new

conditions,

design has been modified to support the low centre of gravity and increased rigidity in the steering column and the overall body. Add to this an increased tyre tread width and the Type S becomes a much sportier creation, carefully thought out to give optimum levels of performance and handling. Whether you're cornering, overtaking, changing lane or avoiding danger, you'll

the Type S

feel the car responding instantly but in a smooth and totally controlled motion. But, more than this, you'll have the confidence to get the very best out of your driving.

confidence in the

designing

system.





Safety

To test the latest technology, you must first reinvent the tests.

We wanted to put our cars through rigorous safety tests but we couldn't find the facilities to do it. The only solution was to build our own. The Honda crash test centre at Tochigi is now the largest indoor facility of its kind in the world allowing motorcycle, car and power product testing simultaneously.

Also at Tochigi we employ Polar II, no ordinary dummy. He perfectly mimics the human body and is the closest we've ever got to replicating the reactions of the human in a crash. The information is then fed back to a computer giving us the most accurate information in the world on accidents of this nature. This has allowed us to identify potential points of contact and find ways of lessening the impact.



Our radical thinking isn't always visible

In fact, sometimes we'd prefer it if you never saw it at all. Like our safety features, always integral and always carefully incorporated into the design of our cars. Not always noticeable, but always there when you need them.

Front and rear crumple zones are designed to absorb the force of an impact, giving extra protection for both car and passenger. If you're hit from behind, the headrests move forward to absorb the shock and help prevent whiplash. Also, the high tech multiplex warning system keeps you fully aware of the safety features throughout your journey.

Multiple airbags, ABS (Anti-lock Braking System), EBD (Electronic Brake-force Distribution) and VSA (Vehicle Stability Assist) all come as standard. ISOFix mounting

points are integral to the outer rear seat structure to allow you to securely fix an ISOFix child car seat. This system is extremely strong, secure and very simple to use.

Polar II (pictured above) also provided us with vital information on human responses allowing us to ensure the Type S has one of the highest safety ratings in its class.

Entirely British built at our state-of-the-art manufacturing plant at Swindon, the Type S relies on a workforce who understand that only the highest quality and safety standards will do. They work on each car as if it were their own. So, if it's not good enough for them, it's not good enough for you. As far as we're concerned you can never be too safe.



options

Honda isn't just a car company. As you might know, we started out making motorbikes. But it was a car that first inspired Soichiro Honda as a little boy. The first time he heard the rumble of an engine he was enthralled by it - something inside him was triggered off. He chased the Model T Ford without thinking, not understanding how something could move like that under its own power. He had no chance of catching it. From that day on he was always chasing something, as every dream he realised was soon followed by a new one.

With dreams come choices - big decisions on where to go next and how to improve. Since our founder had his first dream, Honda have gone on to create Formula-1 cars, outboard motors, Superbikes, generators, innovative power trains, robots and now jets. As long as there's Honda, there will always be someone dreaming of new alternatives - so everyone can have a better choice.



35/36 model line up

Type S



- 17" alloy wheels
- Front and rear spoiler with side skirts
- Chrome kick plate
- Sports suspension
- Drilled aluminium sports pedals
- Alcantara sports seats
- Dual Zone dashboard
- Climate control air conditioning



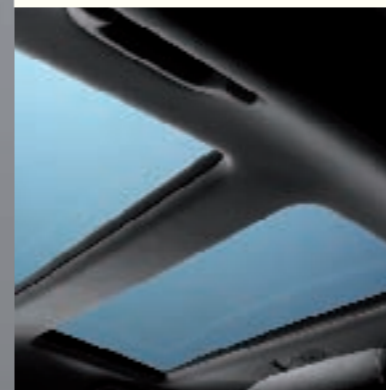


Type S GT



In addition to the features on the Type S model, the Type S GT comes as standard with the following:

- Dual zone climate control
- Cruise control
- Front foglights
- Automatic lights
- Rain sensing windscreen wipers
- Panoramic glass roof
- Power folding door mirrors



The panoramic glass roof creates a light and airy cabin.



Dual zone climate control for driver and front passenger.



Cruise control for a more relaxed driving experience.



Front foglights continue the triangular theme.



	1.8 i-VTEC Type S Manual / i-SHIFT	1.8 i-VTEC Type S GT Manual / i-SHIFT	2.2 i-CTDi Type S Manual	2.2 i-CTDi Type S GT Manual
Engines				
Type	SOHC	SOHC	DOHC	DOHC
Displacement (cc)	1799	1799	2204	2204
Maximum power (PS @ rpm)	140@6300	140@6300	140@4000	140@4000
Maximum torque (Nm @ rpm)	174@4300	174@4300	340@2000	340@2000
Maximum torque (lb-ft @ rpm)	128@4300	128@4300	251@2000	251@2000
Fuel type	Petrol	Petrol	Diesel	Diesel
Fuel Economy†				
Urban (l/100km)	8.4 / 9.1	8.4 / 9.1	6.7	6.7
Urban (mpg)	33.6 / 31.0	33.6 / 31.0	42.2	42.2
Extra urban (l/100km)	5.5 / 5.5	5.5 / 5.5	4.4	4.4
Extra urban (mpg)	51.4 / 51.4	51.4 / 51.4	64.2	64.2
Combined (l/100km)	6.6 / 6.8	6.6 / 6.8	5.2	5.2
Combined (mpg)	42.8 / 41.5	42.8 / 41.5	54.3	54.3
CO ₂ (g/km)	156 / 160	156 / 160	138	138
Transmissions				
6 speed manual	•	•	•	•
6 speed automated manual transmission	○	○	-	-
Performance				
Acceleration 0-62mph (secs)	8.9 / 10.9	8.9 / 10.9	8.6	8.6
Maximum speed (mph)	127 / 127	127 / 127	127	127
Weights and Capacities				
Boot capacity to window seat up (litres, VDA method)	485	485	485	485
Boot capacity to window seat down (litres, VDA method)	1352	1326	1352	1326
Fuel tank (litres)	50	50	50	50
Kerb weight (kg)	1248/1252	1277/1280	1380	1409
Maximum towing weight with brakes (kg)**	1400	1400	1500	1500
Maximum towing weight without brakes (kg)**	500	500	500	500
Maximum trailer nose weight (kg)	75	75	75	75
Maximum roof load (kg)	80	55	80	55
Wheels and Tyres				
17" alloy wheels	•	•	•	•
18" alloy wheels	○	○	○	○
Space saver spare wheel	○	○	○	○
Instant Mobility System (IMS) repair kit	•	•	•	•
Tyres	225/45 R17	225/45 R17	225/45 R17	225/45 R17
Instruments and Controls				
Multi-function driver computer	•	•	•	•
Paddle shift gear selector	○	○	-	-
Cruise control	-	•	-	•
Digital clock (built into audio system)	•	•	•	•
Audible headlight on reminder	•	•	•	•
Internally adjustable headlight height	•	•	•	•
Fuel filler cap release	•	•	•	•
Tachometer (rev counter)	•	•	•	•
External temperature gauge (built into odometer)	•	•	•	•
Digital odometer (trip)	•	•	•	•
Digital fuel consumption display	•	•	•	•

● standard ○ optional - not available

	1.8 i-VTEC Type S Manual / i-SHIFT	1.8 i-VTEC Type S GT Manual / i-SHIFT	2.2 i-CTDi Type S Manual	2.2 i-CTDi Type S GT Manual
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	•	•	•	•
High level rear brake light	•	•	•	•
Side impact protection beams	•	•	•	•
Front seatbelt pre-tensioners	•	•	•	•
5 x 3-point seatbelts	•	•	•	•
ISOFix childseat restraint mechanism	•	•	•	•
Front disc brakes	•	•	•	•
Rear disc brakes	•	•	•	•
Vehicle Stability Assist (VSA)	•	•	•	•
Drive By Wire (DBW)	•	•	•	•
Rear outer head restraints	•	•	•	•
Security				
Perimeter security alarm	•	-	•	-
Interior & perimeter alarm system (CAT1)	-	•	-	•
Parcel shelf	•	•	•	•
Rolling code ECU engine immobiliser	•	•	•	•
Honda Superlocks (deadlocks)	•	•	•	•
Externally visible Vehicle Identification Number (VIN)	•	•	•	•
Remote keyless entry	•	•	•	•
Central locking	•	•	•	•
Glovebox	•	•	•	•
Exterior				
Panoramic glass roof	-	•	-	•
Rear hatch spoiler	•	•	•	•
Front lower bumper garnish	•	•	•	•
Lower side sill garnish	•	•	•	•
Rear lower bumper garnish	•	•	•	•
Body coloured bumpers	•	•	•	•
Body coloured door mirrors	•	•	•	•
Power folding door mirrors	-	•	-	•
Mirror integrated indicators	•	•	•	•
Power adjustable and heated door mirrors	•	•	•	•
Automatic headlights with dusk sensor	-	•	-	•
Chrome door handles	•	•	•	•
Front foglights	○	•	○	•
Twin chrome exhaust	•	•	•	•
Rear parking sensors	○	○	○	○
Length (mm)	4276	4276	4276	4276
Width including door mirrors (mm)	2046	2046	2046	2046
Width excluding door mirrors (mm)	1785	1785	1785	1785
Height excluding aerial (mm)	1460	1460	1460	1460

● standard ○ optional - not available



	1.8 i-VTEC Type S Manual / i-SHIFT	1.8 i-VTEC Type S GT Manual / i-SHIFT	2.2 i-CTDi Type S Manual	2.2 i-CTDi Type S GT Manual
Comfort and Convenience				
Climate controlled air conditioning	●	-	●	-
Dual zone climate control (left:right independent)	-	●	-	●
Aluminium foot rest	●	●	●	●
Type S door sill garnish	●	●	●	●
Drilled aluminium sports pedals	●	●	●	●
Electric power-assisted steering	●	●	●	●
Leather multi-function steering wheel	●	●	●	●
Tilt and telescopic steering wheel adjustment	●	●	●	●
Driver vanity mirror with lid in sunshade	●	●	●	●
Passenger vanity mirror with lid in sunshade	●	●	●	●
Driver vanity mirror illuminated with lid	●	●	●	●
Passenger vanity mirror illuminated with lid	●	●	●	●
Rain sensing windscreen wipers	-	●	-	●
Front electric windows	●	●	●	●
Front power socket	●	●	●	●
Rear 12V power outlet	●	●	●	●
Front cupholders	●	●	●	●
Refrigerated glove box	●	●	●	●
Adaptable boot storage with lid	●	●	●	●
Seating				
Alcantara seat fabric	●	●	●	●
Centre console armrest	●	●	●	●
Driver's seat height adjustment	●	●	●	●
60:40 split folding second row seats	●	●	●	●
Rear centre headrest and 3-point seatbelt	●	●	●	●
In Car Entertainment (ICE)***				
Voice recognition DVD Satellite Navigation with Traffic Message Channel (TMC) and integrated Bluetooth Hands Free Telephone System (HFT)*	○	○	○	○
Rear speakers	●	●	●	●
Front speakers	●	●	●	●
Tweeters	●	●	●	●
Stereo CD tuner with RDS	●	●	●	●

● standard ○ optional - not available

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 him 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.

† Fuel consumption.

This test is designed to give an indication of on-road fuel consumption.

* For a list of compatible phones please refer to www.hondahandsfree.com

** Maximum towing weights

These 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.

***For a full listing of accessories please see price list or your local Honda Dealer



1785mm
(2046mm inc. door mirrors)



1460mm



4276mm



Other ways to personalise your Type S

We've crafted an exclusive range of Honda Genuine Accessories to heighten your driving pleasure - both inside and out. Every accessory integrates seamlessly into your Type S giving it your own personal touch, whether practical or sports inspired.





1



2



3



4



5



6



7



8



9



10



11



12



13

Accessories

- 1. Rear mudguard.
- 2. Front mudguard.
- 3. Front skirt.
- 4. Rear skirt.
- 5. Front foglights.
- 6. Rear parking camera.
- 7. Roof rack.
- 8. Auto dimming rear view mirror.
- 9. Adaptor for iPod®
- 10. Bluetooth® kit.
- 11. Gearshift knob.
- 12. Blue ambient footwell lighting.
- 13. Bass works stereo upgrade.

iPod® is a trademark of Apple Computer, Inc., registered in the U.S. and other countries.



Your choice of alloys

- 1. 18" Alloy wheels - Blade design.
- 2. 18" Alloy wheels - Storm design.
- 3. 18" Alloy wheels - Altimo design.
- 4. 17" Alloy wheels - Sedici design.
- 5. 17" Alloy wheels - Penta design.
- 6. 17" Alloy wheels - Epsilon design.



We like green things

We love this planet and we're well aware that a global corporation that builds cars has to take its responsibilities very seriously. That's why we only ever build cars with the future in mind. There's no denying the damage that's been done since the invention of the internal combustion engine, but thanks to cutting-edge technology we're aiming to cut it out altogether.

Our manufacturing plant in Swindon is reducing the amount of landfill waste it produces. At the going rate, we're on track to cut that figure to zero by 2010. The development of the 3R concept - reduce, reuse, recycle - allows us not only to apply our principles throughout the plant, but also provides an educational tool for local schools and councils who visit us on a regular basis.

We've made technological developments that radically reduce emissions too. **1** That's why the Honda Insight became the most fuel efficient sports coupé in existence thanks to its Integrated Motor Assist (IMA) technology. **2** This same technology won Best Fuel Economy in 2003 and Best 1-1.4 litre Engine at the 2004 International Engine of the Year Awards. It also won the BP Green Fleet award for vehicle innovation and Car Manufacturer of the year 2005. The latest generation IMA technology is found in the new Civic Hybrid.

Our new generation i-series engines, such as our i-VTEC engine, now produce 83% less HC (hydrogen and carbon atoms) and NOx (oxides of nitrogen) emissions compared to ten years ago. And the production of road-going two stroke engines is now a thing of the past. Even when it comes to boats, if you're after an outboard engine, with Honda you'll only ever get the cleaner four-stroke version because of our commitment to the environment.

At Honda, if we have an idea, we want to make it happen. **3** Take the groundbreaking FCX fuel-cell electric vehicle. The only emission from the vehicle is pure H₂O. The first car of its kind to obtain approval for commercialisation in the US, it's fuelled by the chemical reaction between hydrogen and oxygen. **4** We've even built a solar-powered hydrogen fuelling station at our research institute in Los Angeles. Developed to reduce global dependency on oil in the future, it's the greenest vehicle on the planet, and it's already driving around the streets of Tokyo and LA.

Not only are we cutting environmentally damaging emissions, we're actively putting something back in. **5** In association with The CarbonNeutral Company we are promoting projects that absorb, neutralise and offset the carbon dioxide emission produced by car driving. We are also planting forests in the UK, swapping kerosene burners for solar panels in Sri Lanka and introducing energy efficiency equipment in poorer homes across the USA.

At Honda we want to fill the world with great ideas. Not pollution.

When your Honda eventually comes to the end of its life, Honda is committed to disposing of it in the most environmentally friendly manner. For more information about Honda's approach to end of life vehicles, please go to: www.honda.co.uk/recyclehonda





Why do we find it so hard to talk about money?

You've studied it. Talked about it. Dreamed about it. Now you have to pay for it. Just doesn't feel like part of the fun, somehow. So we thought there should be a better way to do this. Not a quick-fix, easy-terms, one-size-fits-all deal, either. Finance that sounds too good to be true usually is. We were thinking 'simple', 'flexible' and 'convenient'. And that's what you get, right from making the deposit.

So where do we start?
With the deposit. Your current car or cash are both fine.
You don't have either?
No problem: we can work out a zero-deposit package, too.

Done your sums?
The most important part of any finance is the monthly payments. Only you know how much you can really afford. So tell us. That way, we can work out monthly payments to fit in with your budget. Our finance packages are flexible enough to work round just about anything. After that, it's up to you.

We give you choices right through the process. Including at the end of the agreement. You want to keep the car? Simple: make the final payment and it's all yours.

Or, you can give it back. As long as it's in good condition and within the agreed mileage, you can walk away with nothing more to pay*.

And if you're ready for a new Honda, we'll arrange a part exchange and a new finance package. Easy, really.

Making our finance more straightforward meant leaving out a few things.

The long, complex forms.
The dense technical jargon.
The wait to see if you've got the go-ahead.
We didn't think you'd miss them. We don't. All of which means you get your new Honda quicker. At Honda we call this Finance Friendly.

Of course, none of this is any substitute for talking it over with your local Honda Dealer.

So now you know what to expect from a visit to us. When can we expect a visit from you?

Terms and Conditions
*Honda Aspirations only (Honda's PCP product).
Credit provided by Honda Finance Europe Plc.
470 London Road, Slough, Berkshire, SL3 8QY.





Don't you just hate saying goodbye?

At Honda, we have dedicated teams of people making sure your car is everything you want it to be. Do you and your car then head off into the distance, never to see or hear from us ever again? Absolutely not. That's why we have a specialist team of people who are there for you all the way. So, if we haven't given you enough reasons to buy a new Honda, here are 8 more.

1 Know where you are with servicing costs.

Honda Happiness Fixed Price Servicing*

A pre-paid servicing package, so you know your Honda servicing costs for the next 5 years (or 62,500 miles). Ensure your car is maintained by Honda trained technicians using Honda Genuine parts, protecting the resale value of your new Honda.†

3 Budget for servicing and repairs.

Hondacare Budget Plan Servicing

You can budget for all your scheduled servicing and, if required, selected maintenance items (i.e. brake pads and tyres) for a duration and mileage of your choice and pay by monthly direct debit.

6 Complimentary 7 day insurance.

Hondacare Complimentary 7-Day Driveaway Insurance**

This cover offers market-leading levels of protection and comes with the added comfort of a 3 year authorised repairer guarantee on Honda Genuine parts, should you need to claim following an accident.

2 Enjoy fixed prices for repairs.

Honda Happiness Fixed Price Repairs

This national programme offers fixed price repairs on selected items at participating Dealerships, covering the cost, fitting and VAT on a range of essential parts that you may need to replace. The result is no more guesstimates, no hidden charges and no extra bills.

4 Extend your warranty to 6 years.

Hondacare Guarantee

All Honda cars are covered by a 3 year manufacturer's warranty*, but with the Hondacare Guarantee* you can extend this cover for up to an extra 3 years.

7 Insurance cover at competitive rates.

Honda Owner's Insurance**

This insurance scheme has been designed so that Honda owners receive beneficial motor insurance cover at competitive rates.

5 Free European roadside assistance for 3 years.

Hondacare Assistance

With this you benefit from assistance at home, by the roadside and recovery in the UK and Europe.

8 Be covered by several different warranties.

Warranty

- 3 year / 90,000 mile Standard Warranty*
- 3 year Surface Corrosion Warranty*
- 5 year Exhaust System Warranty*
- 10 year Chassis Corrosion Warranty*
- 12 year Structural Corrosion Warranty*

Honda Happiness



For full details on any of these Honda services, and whether you would qualify, please visit your nearest authorised Honda Dealership.

* Terms and conditions apply. ** For your protection, telephone calls will be recorded and may be monitored.

† Any additional maintenance work or adjustments carried out during this time, unless covered by Honda's standard 3 year / 90,000 mile warranty, would not be covered.





This is ASIMO

(short for Advanced Step in Innovative Mobility).

Not only is he charming, but he also leads the world in Artificial Intelligence. With his ground breaking abilities in balance, manoeuvrability, face and voice recognition, he represents our vision of creating technologies that go way beyond our everyday perceptions of transport and mobility and this technology is already making its way into some of our cars.

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.

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.

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.

CO₂

Carbon dioxide is an exhaust gas believed to be one of the causes of the green house effect. The lower the CO₂ 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 emission levels.

DBW

(Drive-by-wire or Electronic Throttle Control System) 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.

EBD

Electronic Brake-force Distribution 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.

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.

i-CTDi

The Honda i-CTDi 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

(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.

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-CTDi 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'.



What's next?

Is the Type S the best we could possibly make it? Today we can say "absolutely yes". But in the future we will no doubt discover ways to improve on everything we make. Our belief that any boundary can be moved forces us to research and develop. And until we find a way to improve on what we have built we will continue to seek inspiration from everywhere.

In a quest to find new answers the Honda Racing F1 Team recently attempted to set an outright land speed record for a Formula-1 car. Free from the confines of the race track on the legendary Bonneville Salt Flats the team achieved an average speed of 397km/h, breaking 3 FIA speed records.

It was a race with a difference - the only competitor being the clock and ourselves. But beating records is not about showing off. For us, motor sport is about pushing ourselves further. It's about chasing the impossible. Why do we love racing? The wise words of our founder Soichiro Honda say it all, 'I do it because it's fun!'





milano red

nighthawk black

alabaster silver

royal blue

deep bronze

blueish silver

vivid blue

The colour of your car can say a lot about you. Recent studies have shown that blue cars are chosen by perfectionists and those more deliberate in their actions. Drivers of silver cars are often quietly confident, cool, calm and collected. A grey car often reflects a calm nature and someone dedicated to their work. Red cars are driven by those who are passionate and full of zest, energy and drive. While black has often been the choice of the rebel.

So think hard before you decide - does your colour match your personality?





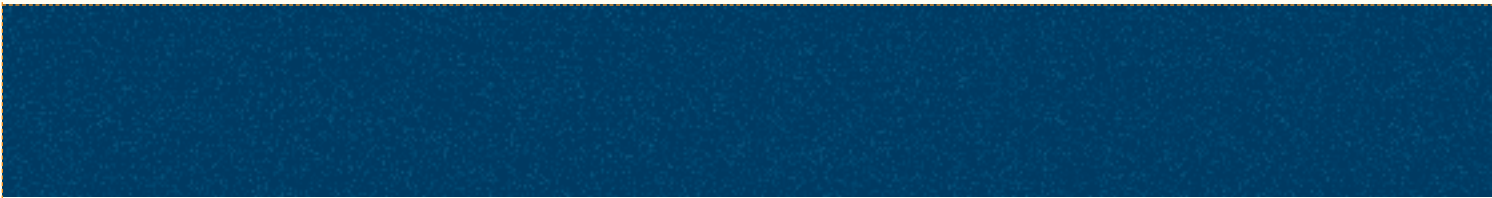
Milano Red



Nighthawk Black Pearl



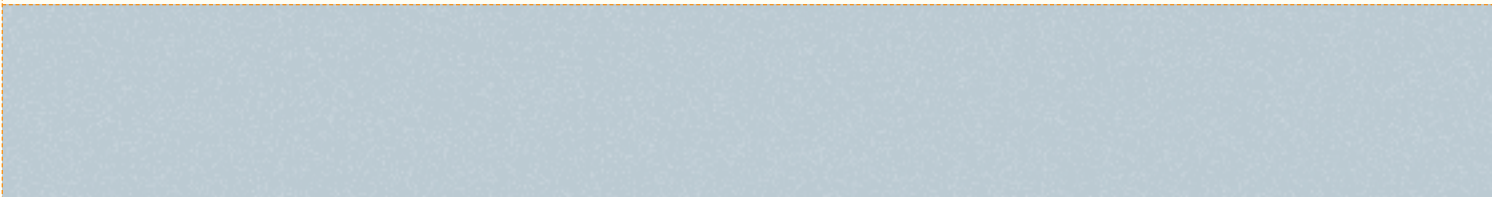
Alabaster Silver Metallic



Royal Blue Pearl



Deep Bronze Pearl



Blueish Silver Metallic



Vivid Blue Pearl



“We will study why we won and aggressively apply those winning technologies to new cars.”
Soichiro Honda



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