


HONDA
The Power of Dreams

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Accord



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A division of Honda Motor Europe Ltd. No. 857969 Registered in England and Wales Part No: BEZ-484 Issue Date: 12/08

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“If it is difficult it is worth doing”
SOICHIRO HONDA

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**ADVANCED
IN EVERY WAY**

How advanced something is depends on how you view it; a key principle Honda's engineers considered when designing the new Accord. At first glance, many will see a wider, lower car, while our engineers see improved aerodynamics and stability. This is because every aesthetic advance has a fundamental engineering objective. Take the sleek lines flowing from the headlights to the wheel arches; all part of an aerodynamic design that significantly reduces nose and tail lift to improve the Accord's overall balance. And we didn't stop at the exterior. Once behind the wheel you'll notice how quiet the cabin is, through a combination of improved aerodynamics working in tandem with high quality sound deadening materials throughout the body structure. It's exactly this balance between looks, performance and technology that makes the new Accord a truly advanced driving experience.



THE VALUE OF EXPERIENCE

Experience is a quality Honda engineers and designers bring to every project. We believe that our experience means we have the knowledge of what is needed rather than what is merely desired. This vision has resulted in Honda's philosophy for manufacturing cars that are always more than the sum of their parts.

The Accord incorporates some of our latest engineering developments, from an improved chassis to the powerful new engines, the automated safety

features to the refined suspension. But at Honda we have always believed that things work best in unison. Individually these technologies are state-of-the-art, but the way they have been put together lets you feel what advanced driving truly is.





1

1. FRONT FOG LIGHTS

Assist visibility in adverse weather conditions.

2 & 3. REAR VIEW CAMERA

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

4. FRONT AND REAR PARKING SENSORS

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



3



2



4



5

5. HEADLIGHT WASHERS

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

6. TWIN EXHAUST

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



6



7

7. RAIN SENSORS

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

8. DOOR MIRRORS WITH INTEGRATED LED LIGHTS

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



8

SMOOTH? SPORTY? HOW ABOUT BOTH?

Combining a sporty performance with a smooth drive was a challenge to our engineers. The innovative solution was to move the fuel tank and engine closer to the car's centre of gravity to minimise body roll when cornering. The all new front double wishbone, multi-link suspension and greater body rigidity means it responds sharper and more accurately to the driver's demands. A new damper system helps regulate the type of performance required, from dynamic and sporty to smooth and luxurious.

Vehicle Stability Assist (VSA) is a traction control system that calculates the exact amount of

power, brake-force and tyre grip needed to prevent skidding and give you maximum control at all times. It works together with Electronic Brake-force Distribution (EBD) to ensure that your car always stays exactly where it should be. So no matter how the roads or braking conditions vary, it can compensate for weight transfer without you even lifting a finger. Even when you're towing, you can rely on Trailer Stability Assist (TSA) to sense and reduce vehicle and trailer roll. All in all, the Accord's smooth and responsive drive provides you with a confidence to enjoy your journey.





**COLLISION
MITIGATION
BRAKING SYSTEM
(CMBS)**

Works in three stages:

1. Warning: A buzzer will sound and the word 'BRAKE' appears on the multi-information display if the distance between you and the vehicle ahead drops below a pre-set level.

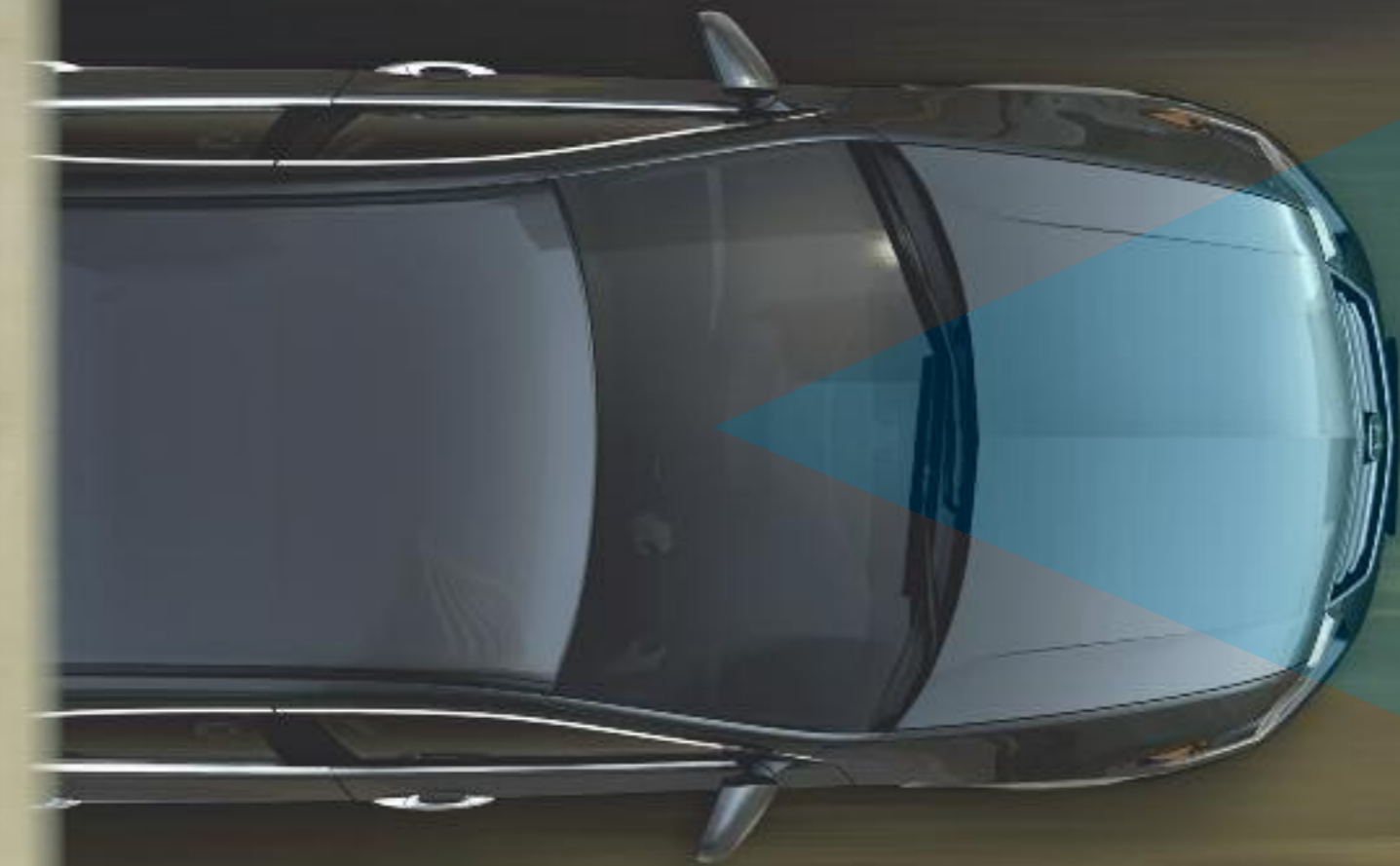
2. Precautions: CMBS applies light braking and tightens the driver's seatbelt if the distance between vehicles continues to drop. Buzzer and warning signs are still active.

3. Action: If a collision is unavoidable, strong seatbelt retraction will automatically be applied to provide maximum protection for front seat occupants before applying brakes to reduce impact speed.

**THE MORE EYES,
THE BETTER**

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

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



LANE KEEPING ASSIST SYSTEM (LKAS)

A small camera senses where the white lines are on the road and relays tiny adjustments to the electric power steering to help keep you safely in lane.

THE MORE EYES, THE BETTER

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

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

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

i-DTEC. ECONOMY AND POWER WITHOUT COMPROMISE

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

This 2.2 litre all aluminium engine is cleaner, more refined and quieter than before, yet it still delivers a performance of 150PS and increased torque of 350Nm for a sportier driving experience. The new multi-stage pilot injection system lets the engine continuously adapt to the driving conditions by

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

It's another example of how Honda are committed to developing the latest practical technology to achieve much cleaner exhaust emissions.

NEW DIESEL AUTOMATIC

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



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

Years of development and testing has culminated in the latest generation of i-VTEC engines. Honda view engines more than being just the power-train of the car. Our engines are a piece of refined technology designed to deliver everything you need for pure driving pleasure – from sheer exhilaration and performance to lower emissions and better fuel economy.

There are two i-VTEC petrol engines to choose from. The newly developed 2.4 litre i-VTEC engine delivers an advanced driving experience with effortless power delivery and fuel economy. Increasing the intake valve diameters and optimising the cam lift and valve timing has improved the all important intake and exhaust volume. With an output of 201PS, and a fuel consumption of up to 32.1mpg, it has the ability to

balance economy and emissions with impressive performance.

You can also choose a 2.0 litre i-VTEC engine that delivers an excellent balance between power and fuel economy with a fuel consumption of up to 39.2mpg. Both come with a 6 speed manual transmission which includes a shift indicator that informs you of the best moment to change gear in order to maximise fuel economy.

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



HOW DOES COMPLEX THINKING MAKE SIMPLER DRIVING?

Ever since we built our first racing car, our cockpit design has used technology to achieve one simple principle – enhance the driving experience. The multi-adjustable leather steering wheel features audio controls, cruise control, Bluetooth® and an advanced voice recognition system, all at your fingertips.

A sculpted cabin with lumbar supporting perforated leather seats (standard on EX grades) helps to create a more relaxed driving environment. It's the combination of comfort and ergonomic design that allows you to concentrate on what's most important – the road.



Interior shown is 2.2 i-DTEC EX GT with optional Advanced Driver Assist System (ADAS)

DON'T YOU JUST LOVE BEING IN CONTROL?

Positioned on the centre console is a rotating multi-jog dial which allows you to control a series of functions, including climate control, audio and Satellite Navigation. A 6 disc CD player and 10 speaker Premium Audio System combined with the advanced DVD Satellite Navigation system allows you to receive up to date traffic information. An innovative voice command feature means you can also verbally ask for directions, using recognised commands. This is due to its ability to identify your specific voice pattern.

The 'talkback' directions ensure you'll always find your route wherever you are and wherever you want to end up. And to assist your vision when parking, the rear view camera displays what's behind you through the Satellite Navigation screen.

Look to the LCD multi-information display positioned under the speedometer to be kept up to date with everything that's going on both inside and outside your Accord. The easy to use steering wheel controls allow you to scroll through the different screens displaying information on mileage, outside temperature, distance to your destination and even a reminder of when your next service is due. A Bluetooth® wireless mobile phone interface lets you talk hands free through a series of speakers and microphones fitted throughout the car. Just a few of the thoughtful features designed to make sure you are in complete control.

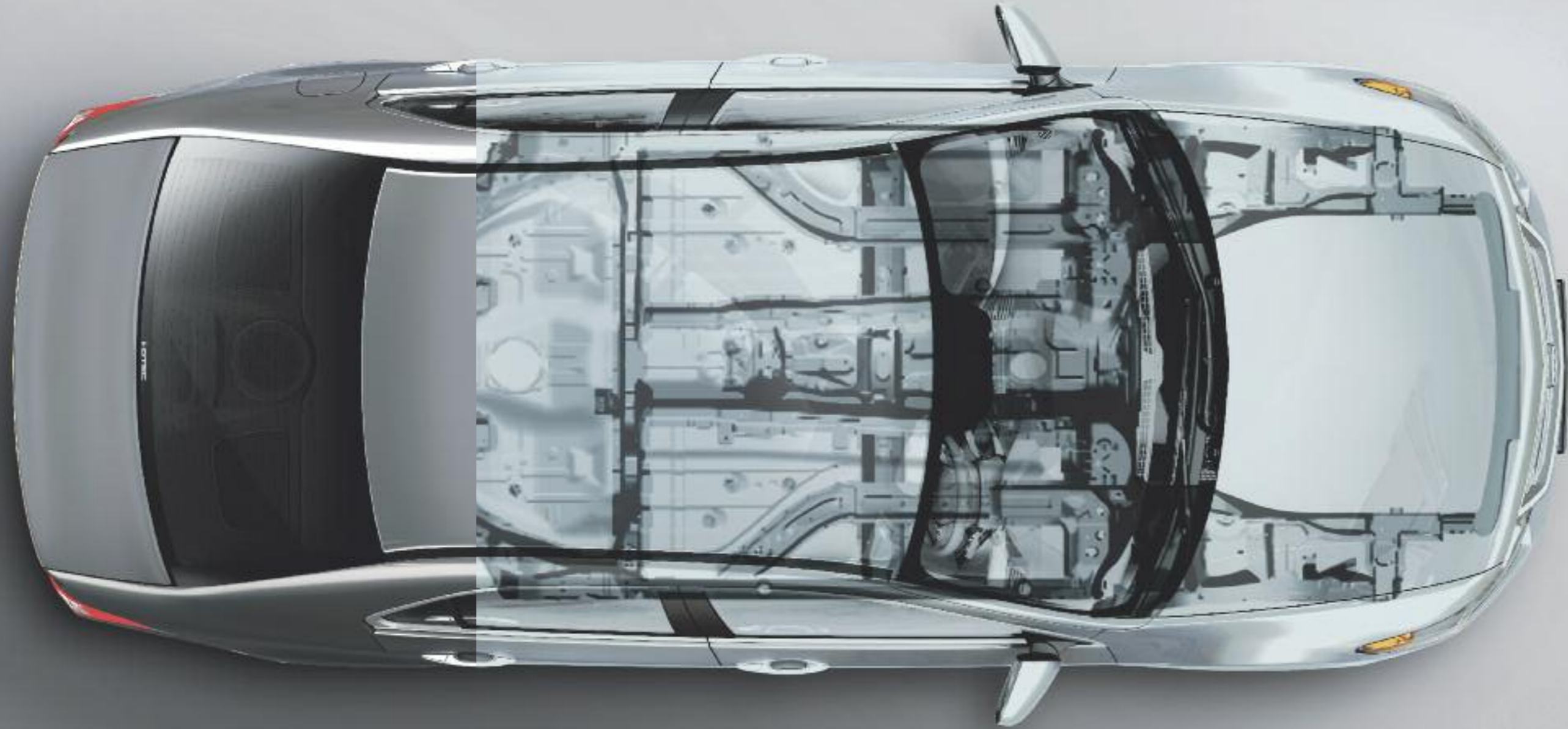
Satellite Navigation, rear parking camera and 6 CD changer with Premium Audio System are part of the Advanced Navigation Pack optional on ES GT and standard on EX and EX GT grades.

Interior shown is 2.2 i-DTEC EX GT with optional Advanced Driver Assist System (ADAS)



TURNING INTELLIGENT
THINKING INTO
COMFORTABLE THINKING

Imagine a seat that knows and remembers you. Lumbar supporting front seats are designed to match your body shape and ensure you stay comfortable. The driver's seat* can memorise your favourite driving position and at the touch of a button the memory seats perfectly position you for your journey. Turn to the rear and you'll find split folding seats offering greater space flexibility. Cabin noise has been greatly reduced through innovations in applying a floating subframe structure with insulated flooring, delivering a smoother, quieter ride. Meanwhile the GPS dual automatic climate control* integrates with your Satellite Navigation to know the position of the sun and set the temperature accordingly – all to ensure your complete comfort.



DEVELOPING SAFETY

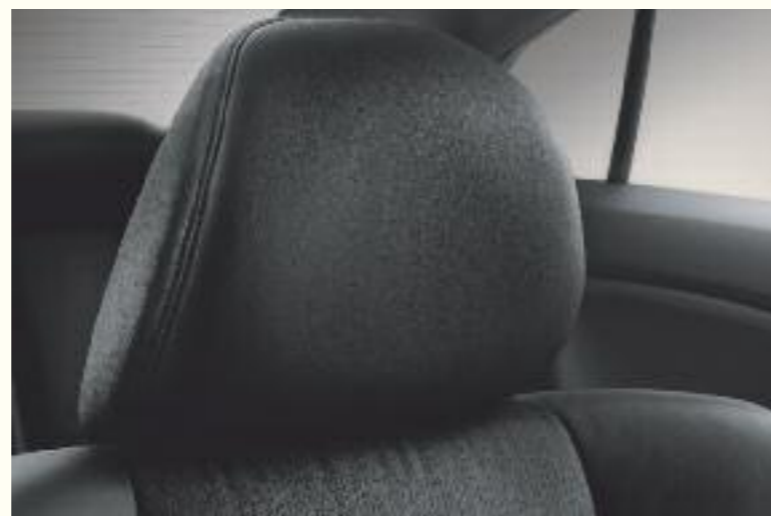
To ensure we remain at the forefront of safety technology, we built the world's first multi-directional crash test safety facility. The results of rigorous testing and analysis have all been applied to the new Accord. The Advanced Compatibility Engineering (ACE) structure of the car is made from 42%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



SAFETY IN CONTROL

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

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



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

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

It comes with the following features as standard:

16" alloy wheels

Cruise control

Climate controlled air conditioning

Vehicle and Trailer Stability Assist (VSA & TSA)

Front and rear electric windows

Interior and perimeter alarm system (CAT 1)

CD player

Electric adjustable and heated door mirrors

Auxiliary socket for MP3 connection



Model and interior shown is 2.0 i-VTEC ES automatic



1. POWER FOLDING DOOR MIRRORS

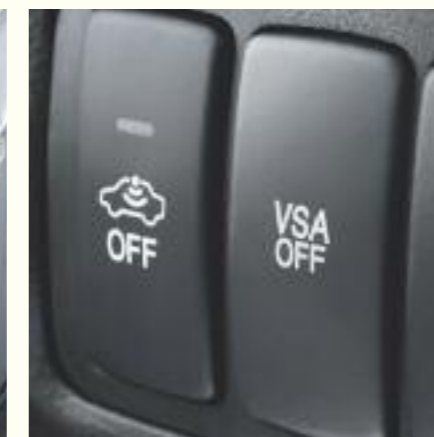
Includes an electric fold-in function for getting into tight spaces.

2. VEHICLE STABILITY ASSIST

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



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3. MULTI-JOG DIAL

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

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

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

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

- GT aero kit includes front spoiler, side skirts and rear diffuser
- 17" alloy wheels
- Sports suspension
- Front fog lights
- Alloy gear knob
- Sports upholstery
- Bluetooth® Hands Free Telephone (HFT) system†
- Auxiliary socket and USB port for MP3 connection*
- Ambient interior lighting
- Leather steering wheel

Optional Advanced Navigation Pack

- GPS dual automatic climate control
- Voice recognition DVD Satellite Navigation
- Integrated Bluetooth® Hands Free Telephone (HFT) system†
- Rear parking camera
- 10 speaker Premium Audio System with 6 CD player



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



1



2



3

1. SATELLITE NAVIGATION

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

2. FRONT FOG LIGHTS

Assists visibility in adverse weather conditions.

3. USB PORT

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



4

4. SPORTS SEATS

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

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

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

**2.0 i-VTEC EX (PETROL)
2.2 i-DTEC EX (DIESEL)
2.4 i-VTEC EX (PETROL)**

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

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

- 17" alloy wheels
- Sports suspension
- Front fog lights
- Full leather upholstery
- Driver memory seat
- Electric heated front seats
- Automatic dusk sensing headlights
- Automatic rain sensing windscreen wipers
- Front and rear parking sensors
- Auxiliary socket and USB port for MP3 connection*
- Leather steering wheel
- Sunroof (2.2 i-DTEC EX and 2.4 i-VTEC EX models only)

Advanced Navigation Pack

- GPS dual automatic climate control
- Voice recognition DVD Satellite Navigation
- Integrated Bluetooth® Hands Free Telephone (HFT) system†
- Rear parking camera
- 10 speaker Premium Audio System with 6 CD player

Optional Advanced Driver Assist System^Δ

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

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

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

^ΔAvailable on 2.2 i-DTEC EX and 2.4 i-VTEC EX only.



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



1

1. RAIN SENSORS

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

2. SATELLITE NAVIGATION

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



2



3

3. ELECTRIC SUNROOF

Bring additional light and a feeling of extra space into the cabin at the touch of a button (standard on 2.2 i-DTEC EX and 2.4 i-VTEC EX).

4. FRONT AND REAR PARKING SENSORS

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

5. DRIVER MEMORY SEAT

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



5



4

2.2 i-DTEC EX GT (DIESEL)

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

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

GT aero kit includes front spoiler, side skirts and rear diffuser

Alloy gear knob

High Intensity Discharge (HID) headlights

Auto levelling headlights

Headlight washers

Sports upholstery

Optional Advanced Driver Assist System

Adaptive Cruise Control (ACC)

Collision Mitigation Braking System (CMBS)

Lane Keeping Assist System (LKAS)



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



1



2

1 & 2. REAR VIEW CAMERA

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

3. HEADLIGHT WASHERS

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

4. FRONT AND REAR PARKING SENSORS

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



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5. HIGH INTENSITY DISCHARGE (HID) HEADLIGHTS

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

6. SPORTS SEATS

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



6

TAILOR YOUR DREAMS

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



1

1. IMAGE PACK

The image pack includes front and rear sports bumpers and side skirts. Also shown with optional 18" Delta alloy wheels and side body protector trims. (Model shown is 2.2 i-DTEC EX with ADAS.)

2. LEATHER STEERING WHEEL

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

3. HONDA COMPACT NAVIGATION SYSTEM

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



2



3

4. REAR ENTERTAINMENT SYSTEM (RES)

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



4



5

5. ELEGANCE FLOOR CARPETS

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

6. INTERIOR PANELS

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



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9

7. 18" DELTA ALLOY WHEEL

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

8. 18" SIGMA ALLOY WHEEL

Finished in chrome shadow on all ten spokes.

9. 17" QUARTZ ALLOY WHEEL

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

COLOUR OPTIONS

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



BURAN SILVER METALLIC



CRYSTAL BLACK PEARL



ROYAL BLUE PEARL



POLISHED METAL METALLIC



MILANO RED



COBALT BLUE PEARL



VOLCANO GRAY METALLIC

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

BURAN SILVER METALLIC

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

CRYSTAL BLACK PEARL

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

POLISHED METAL METALLIC

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

ROYAL BLUE PEARL

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

MILANO RED

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

VOLCANO GRAY METALLIC

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

COBALT BLUE PEARL

• standard
- not available

| | 2.0 i-VTEC ES | 2.0 i-VTEC ES GT | 2.0 i-VTEC EX | 2.4 i-VTEC EX | 2.2 i-DTEC ES | 2.2 i-DTEC ES GT | 2.2 i-DTEC EX | 2.2 i-DTEC EX GT |
|---|------------------|---------------------|------------------|------------------|------------------|---------------------|------------------|---------------------|
| Front seatbelt pre-tensioners | • | • | • | • | • | • | • | • |
| Height adjustable front seatbelts | • | • | • | • | • | • | • | • |
| 5 x 3-point seatbelts | • | • | • | • | • | • | • | • |
| ISOFix child seat restraint mechanism | • | • | • | • | • | • | • | • |
| Headlight washers | - | - | - | - | - | - | - | • |
| Front ventilated disc brakes | • | • | • | • | • | • | • | • |
| Rear disc brakes | • | • | • | • | • | • | • | • |
| Vehicle Stability Assist (VSA) | • | • | • | • | • | • | • | • |
| Trailer Stability Assist (TSA) | • | • | • | • | • | • | • | • |
| Drive-By-Wire throttle (DBW) | • | • | • | • | • | • | • | • |
| Security | | | | | | | | |
| Rolling code ECU engine immobiliser | • | • | • | • | • | • | • | • |
| Honda Superlocks (deadlocks) | • | • | • | • | • | • | • | • |
| Externally visible Vehicle Identification Number (VIN) | • | • | • | • | • | • | • | • |
| Remote keyless entry | • | • | • | • | • | • | • | • |
| Central locking | • | • | • | • | • | • | • | • |
| High security integrated audio | • | • | • | • | • | • | • | • |
| Lockable glovebox | • | • | • | • | • | • | • | • |
| Locking wheelnuts | • | • | • | • | • | • | • | • |
| Interior and perimeter alarm (CAT 1) | • | • | • | • | • | • | • | • |
| Tilt sensor | - | - | - | • | - | - | - | - |
| Exterior | | | | | | | | |
| Body coloured front and rear parking sensors | - | - | • | • | - | - | • | • |
| Rear view parking camera | - | ◇ | • | • | - | ◇ | • | • |
| Automatic headlights with dusk sensor | - | - | • | • | - | - | • | • |
| Body coloured bumpers | • | • | • | • | • | • | • | • |
| Body coloured door mirrors | • | • | • | • | • | • | • | • |
| Chrome door handles | • | • | • | • | • | • | • | • |
| Electric adjustable and heated door mirrors | • | • | • | • | • | • | • | • |
| Reverse tilt door mirror (passenger only) | - | - | • | • | - | - | • | • |
| Glass electric tilt and slide sunroof with sunshade | - | - | - | • | - | - | • | - |
| High Intensity Discharge (HID) headlights | - | - | - | ☆ | - | - | ☆ | • |
| GT aero kit: front spoiler, side skirts and rear diffuser | - | • | - | - | - | • | - | • |
| Front fog lights | - | • | • | • | - | • | • | • |
| Single chrome exhaust | • | • | • | - | - | - | - | - |
| Twin chrome exhaust | - | - | - | • | - | - | - | - |
| Chrome window surround | • | • | • | • | • | • | • | • |
| Standard slat front grille | • | • | • | • | • | • | • | • |

| | 2.0 i-VTEC ES | 2.0 i-VTEC ES GT | 2.0 i-VTEC EX | 2.4 i-VTEC EX | 2.2 i-DTEC ES | 2.2 i-DTEC ES GT | 2.2 i-DTEC EX | 2.2 i-DTEC EX GT |
|---|------------------|---------------------|------------------|------------------|------------------|---------------------|------------------|---------------------|
| Rear windscreen integrated aerial | • | • | • | • | • | • | • | • |
| Half shade windscreen | • | • | • | • | • | • | • | • |
| Mirror integrated indicators | • | • | • | • | • | • | • | • |
| Comfort and Convenience | | | | | | | | |
| Auto dimming rear view mirror | - | - | • | • | - | - | • | • |
| Tilt and telescopic steering wheel adjustment | • | • | • | • | • | • | • | • |
| Leather multi-function steering wheel | - | • | • | • | - | • | • | • |
| Organ accelerator pedal | • | • | • | • | • | • | • | • |
| Rain sensors (activating windscreen wipers) | - | - | • | • | - | - | • | • |
| Tie-down hooks in boot | • | • | • | • | • | • | • | • |
| Motion adaptive electric power assisted steering | • | • | • | • | • | • | • | • |
| Boot light | • | • | • | • | • | • | • | • |
| Ambient footwell lighting | - | • | • | • | - | • | • | • |
| Front power socket | • | • | • | • | • | • | • | • |
| Automatic climate control air conditioning (left:right independent) | • | • | • | • | • | • | • | • |
| GPS dual automatic climate control (left:right independent) | - | ◇ | • | • | - | ◇ | • | • |
| Pollen filter | • | • | • | • | • | • | • | • |
| Driver and passenger vanity mirror illuminated with lid | - | • | • | • | - | • | • | • |
| Refrigerated glovebox | • | • | • | • | • | • | • | • |
| Driver's foot rest | • | • | • | • | • | • | • | • |
| Sunglasses storage box | • | • | • | • | • | • | • | • |
| Driver seatback pocket | - | - | • | • | - | - | • | • |
| Passenger seatback pocket | • | • | • | • | • | • | • | • |
| Front electric windows | • | • | • | • | • | • | • | • |
| Rear electric windows | • | • | • | • | • | • | • | • |
| Leather wrapped manual gear knob | - | - | • | • | - | - | • | - |
| Leather wrapped automatic gear knob | - | • | • | • | - | • | • | • |
| Alloy gear knob | - | • | - | - | - | • | - | • |
| Seating | | | | | | | | |
| 8 way power assisted driver and passenger seat | - | - | • | • | - | - | • | • |
| Driver's seat height adjustment (manual) | • | • | - | - | • | • | - | - |
| Driver's memory seat | - | - | • | • | - | - | • | • |
| Driver's seat lumbar support | • | • | • | • | • | • | • | • |
| Front seat – centre armrest | • | • | • | • | • | • | • | • |
| Front heated seats | - | - | • | • | - | - | • | • |
| Rear centre headrest and 3-point seatbelt | • | • | • | • | • | • | • | • |
| 60:40 split folding second row seats | • | • | • | • | • | • | • | • |
| Leather upholstery | - | - | • | • | - | - | • | - |

| | 2.0 i-VTEC ES | 2.0 i-VTEC ES GT | 2.0 i-VTEC EX | 2.4 i-VTEC EX | 2.2 i-DTEC ES | 2.2 i-DTEC ES GT | 2.2 i-DTEC EX | 2.2 i-DTEC EX GT |
|---|---------------|------------------|---------------|---------------|---------------|------------------|---------------|------------------|
| Sports upholstery | - | • | - | - | - | • | - | • |
| Fabric upholstery | • | - | - | - | • | - | - | - |
| In Car Entertainment (ICE) | | | | | | | | |
| Stereo CD tuner with RDS | • | • | - | - | • | • | - | - |
| Rear speakers | • | • | • | • | • | • | • | • |
| Front speakers | • | • | • | • | • | • | • | • |
| Tweeters | • | • | • | • | • | • | • | • |
| Subwoofer | - | ◊ | • | • | - | ◊ | • | • |
| Speed adjusting audio volume | • | • | • | • | • | • | • | • |
| Auxiliary socket | • | • | • | • | • | • | • | • |
| USB port** | - | • | • | • | - | • | • | • |
| Bluetooth® Hands Free Telephone (HFT) system [□] | - | • | • | • | - | • | • | • |
| Advanced Navigation Pack includes: voice recognition DVD Satellite Navigation, rear parking camera and Premium Audio System with 6 CD changer | - | ◊ | • | • | - | ◊ | • | • |

• standard ◊ optional - not available

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

△ Figures not available at the time of going to print.

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

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

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

◊ Available as part of Advanced Navigation Pack

☆ Available as part of Advanced Driver Assist System

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

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



4726mm



1840mm
2110mm (including door mirrors)



1440mm

HONDA FINANCE

SIMPLE, FLEXIBLE AND CONVENIENT

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

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

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

HONDA HIRE PURCHASE

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

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

HONDA ASPIRATIONS

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

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

HONDA CONTRACT HIRE

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

Honda Contract Hire gives you:

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

HONDA GAP INSURANCE

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

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

HONDA FINANCE PAYMENT PROTECTOR

Help for when you really need it - Your finance payments, AND YOU, protected

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

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

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

fixed price repairs

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

fixed price servicing

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

budget plan servicing

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

car insurance

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

MOT and tyre insurance

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

roadside assistance

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

extended guarantee

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

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

accident management service

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

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

ABS

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

ADAPTIVE CRUISE CONTROL (ACC)

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

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

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

ADVANCED COMPATIBILITY ENGINEERING (ACE)

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

AERODYNAMICS

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

BLUETOOTH®

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

BRAKE ASSIST

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

COLLISION MITIGATION BRAKING SYSTEM (CMBS)

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

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 emissions levels.

DOUBLE WISHBONE SUSPENSION

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

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

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

ELECTRONIC THROTTLE CONTROL SYSTEM

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

ERGONOMICS

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

FUEL CONSUMPTION

The figures for the fuel consumption and CO₂ emissions are to give you an indication of the car's performance. Following legislation by the VCA

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

GRADE LOGIC

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

HIGH INTENSITY DISCHARGE (HID)

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

i-DTEC

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

i-VTEC

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

LANE KEEPING ASSIST SYSTEM (LKAS)

Identifies the boundaries of the vehicle's lane by processing images from a C-MOS camera mounted behind the windscreen. It then calculates and provides the optimum steering torque to keep

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

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

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

POWER

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

SATELLITE NAVIGATION SYSTEM WITH VOICE RECOGNITION

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

TORQUE

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

TRAILER STABILITY ASSIST

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

to enhance safety when towing a trailer.

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

VARIABLE TURBOCHARGER

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

VEHICLE STABILITY ASSIST (VSA)

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

VTC

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

VTEC

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

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

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

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



MOBILISING A NATION

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

RACING DNA

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

THE RED H

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

THE POWER TO BE DIFFERENT

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

ADVANCED TECHNOLOGY

Every piece of technology we create is for a reason. Even the cameras, laser sensors and microprocessors in ASIMO, our advanced humanoid robot, are influencing the design of our cars to be safer and more intelligent than ever before. And our concept Home Energy Station can provide fuel for our emission free fuel cell car and help to power a home.

A BRIGHTER FUTURE

At Honda we have always strived to develop products that benefit all, and that includes our planet. We believe our development of emission free cars and reusable energy sources is a challenge we need to undertake to help protect the planet for everyone. And as Soichiro said, "If it is difficult, it is worth doing."