

HONDA
The Power of Dreams

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The Power of Dreams

Civic

Hybrid



Why reducing CO₂ emissions makes us really happy

Just because something is serious, why can't you be happy about it? At Honda, we see a challenge, where others see a problem. That's why we've announced a global CO₂ reduction target in the manufacturing of our products. It's also why we've created the Civic Hybrid. It's part petrol, part electric motor. You get all the joy of a great car to drive, with the added pleasure of making a more environmental choice. Now isn't that something worth smiling about?



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economical, environmental
or performance?
how about all of them?

Is it possible to save money, help the environment and drive an exceptional car? With the Civic Hybrid it is. A refined four door saloon with an advanced electric motor to assist the petrol engine. The result is a relaxed and comfortable drive, classic styling and real benefits to both the driver and the environment.

It offers great fuel economy and, as a result of its low emissions of 109g/km, placing it in VED band B, it's exempt from the London Congestion Charge. It all adds up to a stylish and sophisticated saloon that causes less damage to your bank balance and less harm to the world around you.

how Hybrid works

CO₂ is by far the most common and damaging emission created by petrol and diesel engines. That's why the Civic Hybrid is a positive step towards helping the environment, because the combination of electric motor and petrol engine delivers low CO₂ emissions of 109g/km.

The Civic Hybrid is one of the most advanced forms of technology you can find in contemporary car design.

The thinking behind it however is very simple, with the car receiving its power from two main sources: a petrol engine, and electric motor.

The engine itself is a 1.4 i-DSI engine which is coupled to a 3-phase high torque electric motor and Continuously Variable Transmission (CVT). CVT adjusts the drive ratio in extremely fine increments, and delivers the absolute

optimum ratio to keep the engine in its most efficient power range. Working in complete harmony, each element combines to deliver the performance and torque of a conventional 1.6 litre car, but the fuel consumption and emissions of something much cleaner and greener.

More good news is that Honda already makes emission-free cars, such as our Hydrogen Fuel Cell car the FCX Clarity,

now available in California and Japan. Distribution is limited because the refuelling infrastructure needed to put these cars on the road is not yet widely available. There are also Bio-ethanol Honda Fit's and Civics available in Brazil, and a natural gas Civic GX available in the USA.

01 VEHICLE STATIONARY (AUTOMATIC IDLE-STOP)

The engine automatically enters idle-stop mode to reduce fuel consumption and exhaust emissions to zero. While in idle-stop mode, an indicator light turns on, and the car will run from the battery.



02 START UP

When the brake is released, the engine comes to life, with the assistance of the electric motor.



03 GENTLE ACCELERATION

The engine operates in low speed valve timing mode without the assistance of the electric motor.



04 LOW SPEED CRUISING

While cruising at a constant low speed, the valves of all four of the engine's cylinders are closed and combustion is halted. The electric motor alone then powers the vehicle.



05 ACCELERATION

The engine operates in low speed valve timing mode with the assistance of the electric motor, enabling strong acceleration.



06 RAPID ACCELERATION

The engine operates in high speed valve timing mode with the assistance of the electric motor, producing a high output for strong acceleration.



07 HIGH SPEED CRUISING

When cruising at higher speeds, the engine operates in low speed valve timing mode without the assistance of the electric motor.



08 DECELERATION & RECHARGING

The valves of all four of the engine's cylinders are closed and combustion is halted. The motor recovers the maximum amount of energy released during deceleration and stores it in the battery. The recovered energy is then used when the assistance of the motor is required.



Tricky hill start, then straight into second. Lights coming up. Red. Back to first. Start again.

Big city, small roads. Left

leg tired. Got to move on.

Fifth. Open road. Freedom. Traffic. Back to fourth.

Slip it into third. A little too many revs. Why can't every gear be as easy to find as fourth?

continuously variable transmission (CVT)

maximising fuel efficiency and minimising emissions

Wouldn't it be better if your car could think for itself and make every gear change so seamless you hardly knew it was happening?

What if you always selected the right gear at the right time in any situation? Wouldn't it make urban driving more pleasurable? Continuously Variable Transmission is a piece of Honda engineering that delivers highly responsive acceleration and deceleration in seamless, step-less increments. Not only does this reduce noise, but it also helps reduce fuel consumption and emissions. Perfect for life in the fast lane.

And the slow one.

idle-stop

one part of a complete system

Coming to a standstill doesn't always mean you've stopped. When you pull up at a set of traffic lights for example, your petrol engine is still running and emissions are still being pumped into the atmosphere. So, wouldn't it be better if your engine stopped altogether and then...



...started up again as soon as you release the brake pedal? Our engineers thought so. So they created idle-stop, an intelligent system that uses the electric motor to control the deceleration and acceleration of the car. So when you stop, your petrol engine stops, the noise stops, the emissions stop and the fuel consumption stops. And you can make a difference to the environment, simply by standing still.



more power better economy

The trade-off with cars has always been one of power and economy.

Large engines produce more power and accelerate faster. But they burn more fuel and release greater CO₂ emissions.

The Civic Hybrid's 1.4 i-DSI engine, with a high output electric motor, delivers performance in line with many competitors' 1.6 litre engines. But with the fuel consumption of a 1.0 litre petrol engine, has the potential to deliver up to 61.4mpg. In short, it's better for the environment and great to drive.



a little thought goes a long way

We've always looked at ways of doing things with the environment in mind. One of our earliest breakthroughs came in 1972. After years of testing and development, the Civic CVCC became the first car to meet the new Californian Clean Air Act. We have continually strived to look at ways of making engines that are cleaner and more efficient. But there's one piece of advanced machinery we all have that can help with fuel economy, and that's our brains.

So, are we asking you to make a dramatic change to the way you drive? No. It's all about the little things that can add up to make a big difference. Things like keeping your car serviced and changing the oil regularly will help the engine runs smoothly and use less fuel. Also, remember to check your tyre pressures regularly, as an under inflated tyre creates greater resistance and so requires more fuel to move it.

So does this mean I have to drive at a snail's pace? Far from it, but accelerating smoothly and braking slowly really help. When it comes to speed, the difference between 55mph and 75mph can be as much as 20% more fuel used over the same distance. Using cruise control is a good way of regulating this. And try using the air conditioning sparingly, as it uses some of the engine power.

Follow these tips and you could get hundreds of extra miles a year out of your car. Now that's something worth thinking about.

an innovative design

When Honda engineers do something, it's always for a reason. That's why the Civic Hybrid has been designed to perform aerodynamically and minimise drag, as well as to look good.

We call the design concept the 'one motion form.' Inspired by a blend of Civic's aerodynamics and the Accord's streamlined elegance it utilises tapered headlights, 15" alloys and door mirror integrated indicators to increase aerodynamics and maximise performance. The body coloured side protectors, high level brake light and bee sting aerial are positioned with efficiency, safety and security in mind.





1

1. CHROME GRILLE
A shaped chrome grille enhances aerodynamics.

2. 15" ALLOY WHEELS
These alloy wheels are light weight, to keep the overall weight of the car low and help fuel efficiency.

3. HYBRID BADGE
The only clue to the hidden technology is the chrome Hybrid badge.



2



3



5



6



8



4

4. REAR LIGHT CLUSTERS
The curved rear light clusters complement the overall design.

5. CHROME DOOR HANDLES
The chrome door handles add a stylish touch to the exterior.

6. REAR BRAKE LIGHT
With a high level rear brake light your actions are made clearly visible to other drivers.



7

7. MIRROR INTEGRATED INDICATORS
The body coloured aerodynamic door mirrors have integrated indicators so your manoeuvres are clear to other drivers.

8. FOG LIGHTS
These bright and clear fog lights improve your visibility in difficult conditions.



dual zone dashboard

The idea is simple. Put all essential controls and information directly in front of the driver, making controlling the car easier, safer and more engaging.

The multi-information display consists of two zones. On the upper zone you'll find indications of speed and fuel levels. The lower zone contains the IMA display and the multifunction driver computer, showing fuel consumption and the outside temperature. The EX grade also comes equipped with a state-of-the-art voice activated satellite navigation system, which can locate congestion black spots and provide alternative routes.



comfort and quality

When people think about hybrids they usually think 'alternative'. Not 'luxurious' or 'spacious'. But with the Civic Hybrid, our engineers were determined to create a car that delivered both refinement and innovation.

Inside you'll find high quality fabric as standard and heated front seats with lumbar support. There's also an option for full leather upholstery.

Extra space has been achieved by designing the interior with a flat floor – created by running the exhaust system down one side of the car instead of the centre. This incredibly comfortable environment allows plenty of room for heads, legs and elbows. Innovative design has also allowed the storage capacity to be increased significantly. There's a large glove box, cup and bottle holders. By changing the shape of the battery pack behind the rear seats, we've created extra room in the boot too – 350 litres of space, enough for four sets of golf clubs.



1

1. DUAL ZONE DASHBOARD

This display shows information including when the IMA system is assisting or charging the petrol engine.

2. INTERIOR DOOR PANEL CONTROLS

Controls for the electric windows and adjustable wing mirrors are placed conveniently on the driver's door.

3. BLUETOOTH® CONTROLS

With these steering wheel mounted buttons, you can access your phone using Bluetooth® technology and voice activated commands.*†

4. CRUISE CONTROL

Cruise control buttons are mounted on the steering wheel to create a more relaxed driving experience.



3



2



4



5

5. HEATED SEAT BUTTONS

Buttons to heat the front seats are placed within easy reach just beneath the gear stick.

6. CVT GEAR STICK

The gear stick features a polished metallic finish.

7. SATELLITE NAVIGATION

The satellite navigation screen has a clear visual display to direct you to your destination.*

8. STORAGE AREAS

There are plenty of useful extra storage areas within easy reach.



6



7



8

*Available on 1.4 IMA EX grade

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



total confidence

At Honda, we are always stringent with our safety standards. This is why the Civic Hybrid features the active and passive safety measures below.

You'll find an Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), front seatbelt pre-tensioners, dual front, side and curtain airbags, and ISOFix childseat anchoring. Front and rear crumple zones are designed to help absorb the force of an impact, giving extra protection for both car and passenger and if you're hit from behind, active front head restraints move forward to absorb the shock and help stop whiplash.

But it isn't just drivers and passengers that need protecting, it's pedestrians, too. That's why we developed our own pedestrian crash test dummy Polar II. Designed to mimic the human body and relay the information to a computer, it is the most advanced of its kind. This influence means the Civic Hybrid is fitted with an impact absorbing front bumper, bonnet and hinges, wiper pivots, and mud guard. All the most common points of pedestrian contact.

With the Dual Zone dashboard, we've made it easier to absorb key information while driving. The upper zone shows your speed and fuel levels. On the lower zone you'll find the multi-function driver computer and the Integrated Motor Assist display, which shows how much the electric motor is either assisting the engine or charging.

Of course, it also helps if you have your own state-of-the-art safety research and development facility such as Honda's in Tochigi. It's where all our models are tested to the limit.



The will, what and how of owning a hybrid

WILL I NEED TO RECHARGE THE BATTERY?

The IMA battery unit automatically charges itself when the car is slowing, travelling downhill or braking and all without you knowing a thing. So you'll find there's no need to plug your car in to charge at the end of the day. There is an override in the system that means you will always have at least 20% power in the battery.

DOES THE CIVIC HYBRID DRIVE DIFFERENTLY TO OTHER CARS?

Driving the Civic Hybrid will mean a few changes: lower bills, fewer stops for petrol and a warm glow inside. Other than that, you'll find it's just like driving any other automatic car. Apart from the discreet Hybrid badge on the boot, no one will ever know you're driving around with some of the world's most advanced engine technology at your control.

HOW MANY MILES TO THE TANK CAN I GET FROM THE CIVIC HYBRID?

The miles per gallon and distance you can travel on a tank of fuel in any car depends on many different factors, including the number of passengers, how hard you accelerate and your tyre pressures. Even your driving style and the road conditions can have an effect; from smooth, economic cruising, to stopping and starting in town traffic. But if driven sensibly in an everyday environment, you should reap the financial rewards of greater fuel economy.

ARE THERE ANY HIDDEN BENEFITS TO THE CIVIC HYBRID?

In addition to saving you fuel and being one of the world's most economical cars, its low emissions of 109g/km place it in VED band B, which means only £15 annual tax and you are also exempt from the London Congestion Charge.

HOW SAFE IS THE CIVIC HYBRID WITH THE BATTERY BEHIND THE SEATS?

The battery is within an enclosed sealed unit behind the seats that has undergone specific crash tests to ensure its safety.

IF I RUN OUT OF PETROL, CAN I JUST RUN ON THE ELECTRIC BATTERY?

No, you will always need to have fuel in the car, as the car only runs on electric when it is cruising at low speeds.

IS THE SERVICE SCHEDULE ANY DIFFERENT ON A CIVIC HYBRID?

No, and with Honda Happiness Fixed Price Servicing available on the Civic Hybrid which offers servicing for 5 years or 62,500 miles (whichever comes first) at the same price as it is for all other Civic petrol models, it's even better that you would expect.

1.4 IMA ES

The 1.4 ES grade comes with the following features as standard:

- Continuously Variable Transmission (CVT)
- Premium 6 CD tuner with RDS
- Heated front seats
- Front fog lights
- Cruise control
- Power folding door mirrors
- Vehicle Stability Assist (VSA)
- Dual front, side and curtain Supplemental Restraint System (SRS) airbags
- Interior and perimeter security alarm (CAT 1)
- Body coloured bumpers



1. FABRIC UPHOLSTERY

The ES grade comes with a high quality fabric upholstery.

2. MIRROR INTEGRATED INDICATORS

The body coloured aerodynamic door mirrors have integrated indicators.



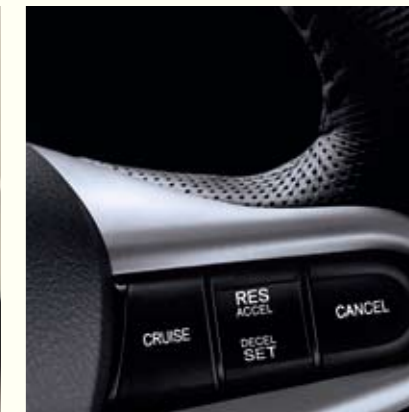
1



2



3



4

3. ALLOY WHEELS

These alloy wheels are light weight, to keep the overall weight of the car low and help fuel efficiency.

4. CRUISE CONTROL

Cruise control buttons are mounted on the steering wheel to create a more relaxed driving experience.

1.4 IMA EX

In addition to the 1.4 ES grade, the EX grade also comes with the following features as standard:

- Leather upholstery
- Voice recognition DVD Satellite Navigation*
- Integrated Bluetooth® (HFT)
- Hands Free Telephone System**
- Auxiliary socket (MP3 connection)

* Please note Satellite Navigation System replaces 6 CD changer.

** Please refer to www.hondahandsfree.com for a list of compatible phones.



1



2



3

- 1. LEATHER UPHOLSTERY**
The EX grade comes with a premium leather upholstery as standard.
- 2. SATELLITE NAVIGATION**
The Satellite Navigation screen has a clear visual display to direct you to your destination.*
- 3. BLUETOOTH® CONTROLS**
With these steering wheel mounted buttons, you can access your phone using Bluetooth® technology and voice activated commands.**

IMAGE PACK

Add these front, rear and side skirts to your Civic Hybrid to give it a more sporty appearance.

16" ION ALLOY WHEELS

These 7 spoke 16" alloy wheels add to the visual presence of the Civic Hybrid.



1

1. DOOR STEP GARNISH

The metallic door step garnish protects the door sills of your Civic Hybrid.

2. CIVIC iPOD® ADAPTER

With this adapter you can easily connect your iPod® to your car's audio system and enjoy your personal digital music collection while on the move.



2



3

3. REAR ENTERTAINMENT SYSTEM

The portable Rear Entertainment System is installed in the back of the front seat, and has been specially designed to allow the active front head restraints to continue functioning properly. The 7" screen has an integrated DVD player to keep passengers in the rear entertained and is shown here with an optional 2nd screen. Available from summer 2009.



4

4. HONDA COMPACT NAVIGATION SYSTEM

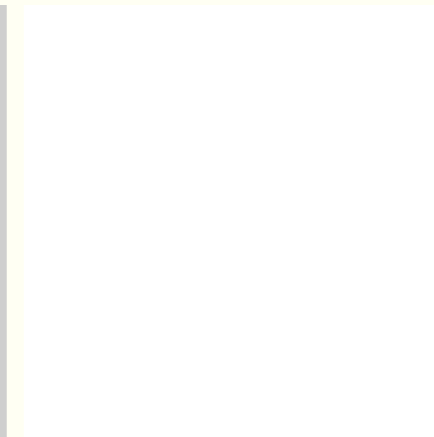
The widescreen portable navigation system fits perfectly to the dashboard with its tailor made attachment. It includes full European mapping, and the latest European Points-of-Interest including a complete list of Honda car dealers. Extra features include Bluetooth® wireless technology, WMA/MP3 function, JPEG viewer and audio book player.

colour options

As you would no doubt expect, we've put a lot of time and passion into the Civic Hybrid. 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.



ALABASTER SILVER METALLIC



PREMIUM WHITE PEARL



CRYSTAL BLACK PEARL



POLISHED METAL METALLIC



URBAN TITANIUM METALLIC



ROYAL BLUE PEARL



NEUTRON BLUE METALLIC



NEW RED PEARL



MILANO RED (SOLID)

CRYSTAL BLACK PEARL

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	○	-	-
1.4 IMA EX	-	-	●	○

PREMIUM WHITE PEARL

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	-	-	-
1.4 IMA EX	-	-	●	-

ALABASTER SILVER METALLIC

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	-	-	-
1.4 IMA EX	-	-	●	-

NEUTRON BLUE METALLIC

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	○	-	-
1.4 IMA EX	-	-	●	○

ROYAL BLUE PEARL

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	○	-	-
1.4 IMA EX	-	-	●	○

URBAN TITANIUM METALLIC

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	○	-	-
1.4 IMA EX	-	-	●	○

POLISHED METAL METALLIC

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	-	-	-
1.4 IMA EX	-	-	●	-

MILANO RED (SOLID)

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	-	-	-
1.4 IMA EX	-	-	●	-

NEW RED PEARL

	Black Fabric upholstery	Beige Fabric upholstery	Black Leather upholstery	Beige Leather upholstery
1.4 IMA ES	●	-	-	-
1.4 IMA EX	-	-	●	-

Specification

	1.4 IMA ES	1.4 IMA EX
Engines		
Type	i-DSI with IMA	i-DSI with IMA
Displacement (cc)	1339	1339
Maximum power (PS @ rpm)	115@6000	115@6000
Maximum torque (Nm @ rpm)	226@4600	226@4600
Maximum torque (lb-ft @ rpm)	167@4600	167@4600
Fuel type	Petrol Hybrid	Petrol Hybrid
Recommended fuel rating (Research Octane Number - RON)	95	95
Fuel Economy†		
Urban (mpg)	54.3	54.3
Urban (l/100km)	5.2	5.2
Extra urban (mpg)	65.7	65.7
Extra urban (l/100km)	4.3	4.3
Combined (mpg)	61.4	61.4
Combined (l/100km)	4.6	4.6
CO ₂ (g/km)	109	109
Transmission		
Continuously Variable Transmission (CVT)	●	●
Performance		
Acceleration 0-62 mph (secs)	12.1	12.1
Maximum speed (mph)	115	115
Weights and Capacities		
Boot capacity (VDA method)	350	350
Fuel tank (litres)	50	50
Kerb weight (kg)	1324	1324
Turning circle - kerb to kerb (m)	10.8	10.8
Maximum roof load (kg)	55	55
Wheels and Tyres		
Tyres	195/65 R15	195/65 R15
Wheels	15" alloy	15" alloy
Instruments and controls		
Multi-function driver computer	●	●
Cruise control	●	●
Digital clock (built into audio system)	●	●

1.4 IMA ES

1.4 IMA EX

Audible headlight on reminder	•	•
Internally adjustable headlight height	•	•
Fuel filler cap release	•	•
Tachometer (rev counter)	•	•
Front map lights	•	•
Digital fuel consumption display	•	•
Adjustable dashboard illumination	•	•
Low fuel warning light	•	•
Safety		
Vehicle Stability Assist (VSA)	•	•
Active front head restraints	•	•
Three rear head restraints	•	•
Dual front Supplemental Restraint System (SRS) airbags	•	•
Dual side Supplemental Restraint System (SRS) airbags	•	•
Dual curtain Supplemental Restraint System (SRS) airbags - front & 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	•	•
Height adjustable front seatbelts	•	•
5 x 3-point seatbelts	•	•
ISOFix childseat restraint mechanism	•	•
Front ventilated disc brakes	•	•
Rear disc brakes	•	•
Dual tone horn	•	•
Security		
Rolling code ECU engine immobiliser	•	•
Honda Superlocks (deadlocks)	•	•
Externally visible Vehicle Identification Number (VIN)	•	•
Remote keyless entry	•	•
Central locking	•	•
High security integrated audio	•	•

1.4 IMA ES

1.4 IMA EX

Locking wheel nuts	•	•
Interior and perimeter alarm system (CAT 1)	•	•
Glovebox	•	•
Exterior		
Body coloured door mirrors	•	•
Electric adjustable and heated door mirrors	•	•
Power folding door mirrors	•	•
Mirror integrated indicators	•	•
Body coloured bumpers	•	•
Chrome door handles	•	•
Body coloured side protection strips	•	•
Rear boot spoiler	•	•
Front fog lights	•	•
Chrome tail pipe garnish	•	•
Heat absorbing tinted windows	•	•
Length (mm)	4545	4545
Width including door mirrors (mm)	2012	2012
Width excluding door mirrors (mm)	1750	1750
Height excluding aerial (mm)	1430	1430
Wheel base (mm)	2700	2700
Comfort and Convenience		
Climate controlled air conditioning	•	•
Cabin filter	•	•
Tilt and telescopic steering wheel adjustment	•	•
Leather multi-function steering wheel	•	•
Electric power-assisted steering	•	•
Boot light	•	•
Front power socket	•	•
Driver and passenger vanity mirror in sunshade	•	•
Driver's foot rest	•	•
Front cup holders	•	•
Rear cup holders	•	•
Front electric windows	•	•
Rear electric windows	•	•

1.4 IMA ES

1.4 IMA EX

	1.4 IMA ES	1.4 IMA EX
Seating		
Centre console armrest	•	•
Driver's seat height adjustment	•	•
Rear seat central armrest	•	•
Heated front seats	•	•
Leather upholstery	◦	•
In Car Entertainment (ICE)*		
Voice recognition DVD satellite navigation	-	•
Integrated Bluetooth® HFT (Hands Free Telephone System) ^Δ	-	•
Premium Stereo CD tuner with RDS	•	•
6 CD multi-changer	•	-
Auxiliary socket (MP3 connection)	-	•
Front speakers	•	•
Rear speakers	•	•
Tweeters	•	•
Steering wheel mounted audio controls	•	•

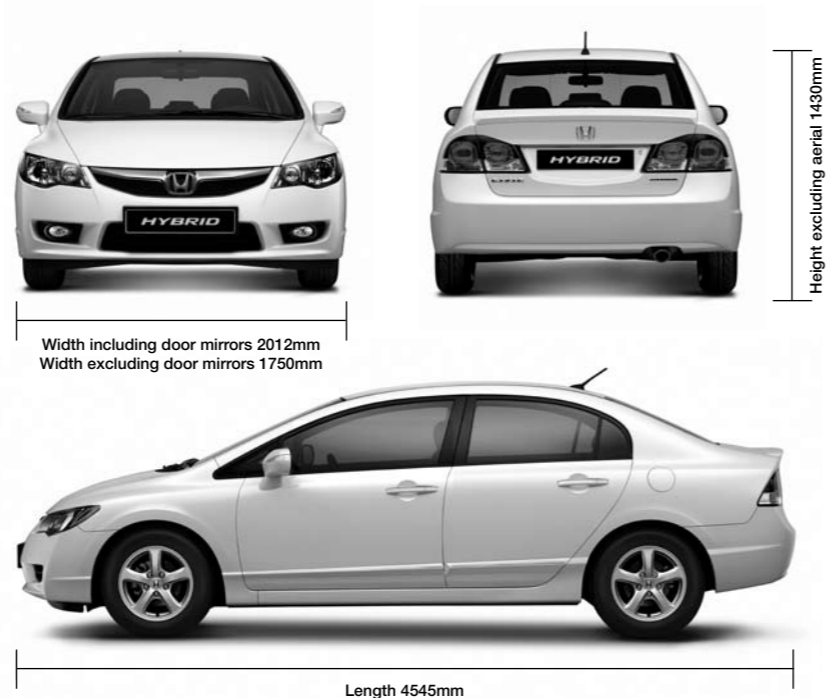
Key • Standard ◦ Optional – Not available

† Fuel economy. This test is designed to give an indication of on-road fuel consumption. For a detailed explanation please refer to the glossary on page 47.

* For a full listing of accessories please visit your local Honda Dealer.

^Δ Please refer to www.hondahandsfree.com for a list of compatible phones.

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.



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 business and personal 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 straight-forward 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.

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.

Axis 2, Axis Park, Hurricane Way,

Langley, SL3 8AG.

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.

honda
happiness

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

Active Front Head Restraints Civic Hybrid's front seats incorporate innovative active front head restraints that help minimise the potential for neck injury from rear-end collisions. In this type of collision, the occupant's body will be pushed against the seatback. The pressure to the seatback is then transmitted mechanically from the lumbar plate via links that push the head restraint upward and forward to reduce the gap between the occupant's head and seat head restraint. This lessens impact forces on the head, neck and spine, helping reduce whiplash injuries.

Advanced Compatibility Engineering (ACE) The Civic Hybrid has been designed with an innovative frame structure engineered to reduce the concentrated frontal force on occupants in front-end impacts. Hybrid'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 Hybrid'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.

Anti-lock Braking System (ABS) ABS 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.

Bluetooth® The Bluetooth® Hands Free Telephone System (HFT) enables drivers to make and receive calls without taking their hands off the wheel. An in-car speaker and microphone system operated via steering wheel controls allows calls to be made safely whilst driving.

Brake Assist (BA) 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 one of the exhaust gases believed to be one of the causes of the Green House Effect. Therefore, the lower the CO₂ emissions, the better it is for the environment.

Continuously Variable Transmission (CVT) This allows you to choose the way you want to drive. Select (D) mode for a smooth, laid-back drive. The sporty (S) mode then gives you the extra kick when you're driving in and around town, and (L) mode limits the amount of changes so driving up steep hills becomes smoother and safer.

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) This 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.

Electric Power Steering (EPS) An electric motor assists steering instead of hydraulics. It runs off the battery, not engine, so helps to reduce emissions and fuel consumption.

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 standard 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.

Hybrid Hybrid is the term used for a car that uses a combination of both petrol and electric engines to power it.

IMA IMA stands for Integrated Motor Assist, Honda's unique version of hybrid technology.

ISOFix Child Seat Restraints The aim of ISOFix is to avoid incorrect fitting of universal child seats when installed in cars, thus reducing the risk of injury in the event of a collision. The Hybrid has two ISOFix anchorage points – the two outer rear seats.

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.

Vehicle Stability Assist (VSA) VSA helps keep the Civic Hybrid on course in adverse driving conditions 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.

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

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.

We've always done things differently. We use our humanoid robot, ASIMO, as a study into innovative technologies and we apply the same advanced thinking to refine the technology found in our cars. We created a jet with engines above the wing, instead of below to increase fuel efficiency and lower emissions. We're constantly looking at new and exciting alternative fuel sources to respect the environment. As our founder, Soichiro Honda once said:

"We only have one future, and it will be made of our dreams, if we have the courage to challenge convention."



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 Corporation, 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

To this day, Honda is widely regarded as a sports brand, producing top class performance machines in F1, MotoGP, power boats, ATVs, and even lawn mowers. If we can build it, it is said, we can race it.

ADVANCED TECHNOLOGY

Every piece of technology we create is for a reason. Even the cameras, laser sensors and microprocessors in ASIMO, one of the worlds' most advanced humanoid robots, are influencing the design of our cars to be safer and more intelligent than ever before.

A BRIGHTER FUTURE

We see our development of emission-free cars and reusable energy sources as the first step into a new future. It's all about turning an obstacle into a challenge. Like our factory where rain water flushes the toilets and wind powers the air conditioning. It's a belief we have taken from Soichiro Honda, and a reality that will have huge impact on generations to come.

THINKING AHEAD

A Home Energy Station that produces enough power for a whole house and a car that's only emission is water. New technologies for a new way of thinking. We're constantly looking for new ways to help the environment. Because what we do today, will affect the drivers of tomorrow.