

HONDA
The Power of Dreams

Insight





THE WHOLE WORLD'S GONE GREEN. BUT WHAT DOES GREEN REALLY MEAN?

At Honda, we think that being good is better than being green; after all being green is only part of being good. This was why in 1972 we started developing our lower impact petrol engines. As the world's largest engine manufacturer we learnt that once a technology exists, we needed to know how to get the best results from it. That's why we have developed innovative coaching technology for the Honda Insight. It encourages you to drive in a way that saves you money and creates fewer emissions, while still enjoying your driving experience.

We made sure that even the brochure you hold in your hand has as little environmental impact as possible. We did this by using paper stock made from 100% recycled used paper printed using biodegradable vegetable inks. Because, as Soichiro Honda once said, "Philosophy without action is worthless." And we want to be good in everything we do.

The Insight is a vital step towards our dream of emission free cars, so if we all strive to be good now, who knows what we'll achieve next?

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IMA less CO₂, less petrol, a more refined drive

Honda's IMA hybrid system has been in development for over 20 years, having made its debut in the original Insight back in 1999. IMA stands for Integrated Motor Assist, which means that an electric motor sits alongside the petrol engine it supports. The Insight uses a new, improved electric motor to assist the petrol engine, ensuring fuel consumption and emissions are kept to a minimum.

HOW IT WORKS

The system uses the petrol engine as the main source of power to drive the car. The electric motor combines with the engine to provide torque and power during starts or accelerating, when engine fuel consumption is usually high.

When the vehicle comes to a halt, the petrol engine stops and the car runs only from the battery. This means no petrol is being consumed and so there are no emissions.

Under the right driving conditions and cruising at low speeds of up to 29 miles an hour, the Insight can be powered by the electric motor alone.

The system is combined with a Continuously Variable Transmission (CVT). It's a Honda innovation that selects the best drive ratio to keep the engine in its most efficient power range. This delivers the optimum fuel economy and ensures that the most efficient gear is always selected. This promotes better fuel economy, lower emissions and an exceptionally smooth ride.





How do you drive more efficiently?

While the petrol electric IMA system is already very efficient in its use of fuel, there are driving styles and techniques that can be adopted to take the greatest advantage of the hybrid technology.

ECO ASSIST

The Honda Ecological Drive Assist System (Eco Assist) is designed to show you how fuel efficiently you're driving and provides prominent visual aids to help you maximise your fuel efficiency. The speedometer background has a coloured glow, as an instant indication of whether you are being an economical driver. If you're driving smoothly and creating fewer emissions the display glows green, but if you're driving aggressively and burning more fuel the display glows blue. Simple.

The centre of the Multi Information Display also shows the eco bar. Gradual acceleration and gentle braking will keep the bar to the centre. Heavy acceleration or heavy braking will mean the bar moves away from the centre and into the shaded areas.

For more motivation during a journey, a display above the eco bar shows growing trees. The more economically you drive, the more trees will grow to show your progress. Then at the end of each journey you are given an ECO score which is then added to your lifetime score. The better your score, the less harmful you've been to the planet and the more money you've saved on fuel.

ECON

To further help you to save petrol and reduce emissions, press the ECON button on the right of the dashboard. When the ECON button is pressed, it enters a 'super economy' mode and a green tree symbol appears on the dashboard to indicate that the system is activated. The system limits the petrol engine's power output, ensuring a smoother CVT shift pattern and smoother acceleration. It also extends idle stop time, increases regenerative charging during deceleration and adjusts the air conditioning to use less power. All this reduces the amount of fuel the car uses on a journey.



DRIVER COCKPIT

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

The dash consists of two zones; on the upper zone you'll find your speed, while the lower zone contains the IMA and the Multi Information Display where the Eco Assist information is shown. The CD Audio System is MP3 compatible and is available with a USB connection that allows you to play your favourite music. The ES-T grade also comes with voice activated Satellite Navigation and a Bluetooth® wireless mobile phone interface.



INTERIOR SPACE

The Insight has been innovatively designed to hide the battery pack beneath the cargo space, creating the practical space of a family hatchback. The folding rear seats split 60:40 and when the seats are up the boot capacity stands at 408 litres. But with the seats folded down the space opens up to create 584 litres when loaded to the window. There's even an additional hidden compartment beneath the floor that provides more useful storage space.

Practical and spacious, the Insight can seat five adults and has supportive seats with high quality fabrics. Heated front seats and automatic climate control air conditioning create the perfect temperature and journeys are made more comfortable with front and rear armrests.

MANY CHOICES ALL OF THEM GOOD

Different people like different things. With a variety of features to choose from, just read down the list and pick the grade to suit you. And if you think you'd like something more, just flick over to our Options page and choose the package that's good for you.

	1.3 IMA ES-T	1.3 IMA ES	1.3 IMA SE	1.3 IMA S
1 16" alloy wheels	•	•	–	–
2 15" alloy wheels	–	–	•	–
15" steel wheels	–	–	–	•
Anti-lock Braking System (ABS)	•	•	•	•
Electronic Brake-force Distribution (EBD) and Emergency Brake Assist (EBA)	•	•	•	•
Vehicle Stability Assist (VSA)	•	•	•	•
Front, side and curtain Supplemental Restraint System (SRS) airbags	•	•	•	•
Active front head restraints	•	•	•	•
ISOFix childseat restraint mechanism	•	•	•	•
Perimeter alarm system	•	•	•	–
Immobiliser system	•	•	•	•
6 Front fog lights	•	•	–	–
Auto headlights	•	•	–	–
Privacy glass	•	•	–	–
Electric adjustable door mirrors	–	–	–	•
Electric adjustable, heated and folding door mirrors with integrated indicators	•	•	•	–
Ecological Drive Assist System (Eco Assist)	•	•	•	•
ECON button	•	•	•	•
5 Cruise control	•	•	–	–
Paddle shift	•	•	–	–
Rain sensing windscreen wipers	•	•	–	–
3 Automatic climate control air conditioning	•	•	•	•
Steering wheel mounted audio controls	•	•	•	–
4 Voice recognition DVD Satellite Navigation	•	–	–	–
Integrated Bluetooth® Hands Free Telephone (HFT) System*	•	–	–	–
Stereo CD tuner with RDS and MP3 compatibility	•	•	•	–
Front and rear speakers	•	•	•	–
Auxiliary socket	•	•	•	–
USB socket**	•	•	–	–
Heated front seats	•	•	–	–
Tilt/telescopic steering wheel adjustment	•	•	•	•
Leather steering wheel and gearshift	•	•	–	–
Front central armrest	•	•	•	–
Rear armrest with cup holder	•	•	–	–

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

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

• standard – not available

MODEL LINE UP 11/12



1



2



3

1. 16" ALLOY WHEELS
Standard on ES-T and ES grades.

2. 15" ALLOY WHEELS
Standard on SE grade.

3. AUTOMATIC CLIMATE CONTROL AIR CONDITIONING
Standard on all grades.



4

4. SATELLITE NAVIGATION
Standard on ES-T grade.

5. CRUISE CONTROL
Standard on ES-T and ES grades.

6. FOG LIGHTS
Standard on ES-T and ES grades.



5



6

MAKE IT YOUR OWN

Individualise your Insight by choosing one of the following three option packs.



1

1. PREMIUM PACK

The Premium Pack includes the following features:

- Stainless steel door step garnish
- Body coloured side protection mouldings
- Front mudguards
- Rear mudguards
- Elegance floor mats



2

2. ELITE PACK

The Elite Pack includes the following features:

- Stainless steel door step garnish
- Body coloured side protection mouldings
- Front mudguards
- Rear mudguards
- Elegance floor mats

PLUS

- Rear parking sensors



3

3. ELITE PLUS PACK

The Elite Plus Pack includes the following features:

- Stainless steel door step garnish
- Body coloured side protection mouldings
- Front mudguards
- Rear mudguards
- Elegance floor mats
- Rear parking sensors

PLUS

- Front parking sensors

COLOURS

We've put a lot of time, thought and passion into the Insight. However, the finishing touch is down to you. Which colour will suit your personality? Remember, colour can say a lot about you.

SPECTRUM WHITE PEARL

ALABASTER SILVER METALLIC

POLISHED METAL METALLIC

MILANO RED



CRYSTAL BLACK PEARL

CERULEAN BLUE METALLIC

NEUTRON BLUE METALLIC

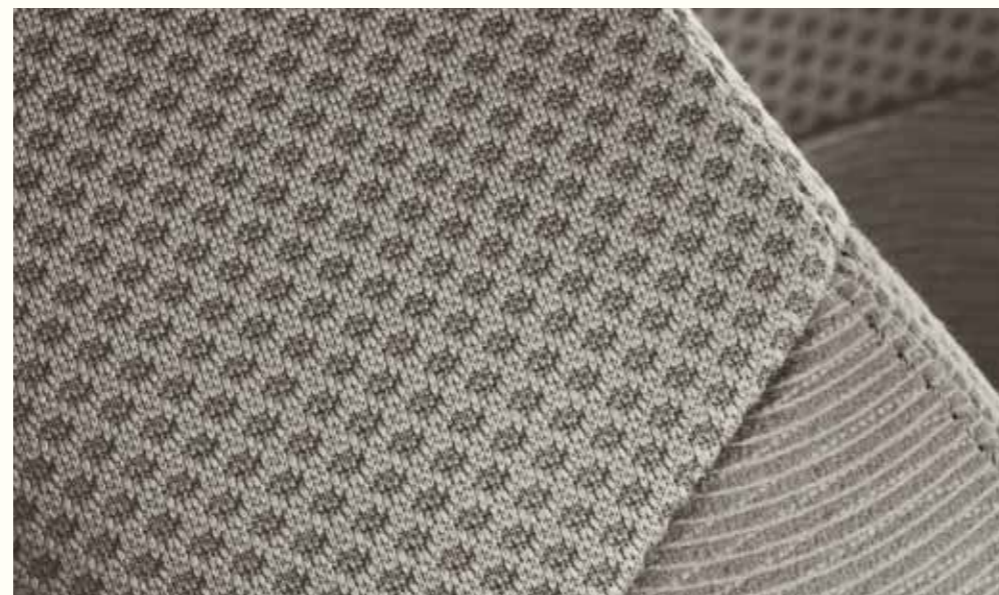
URBAN TITANIUM METALLIC





INTERIOR FABRICS

Whichever colour paint you choose for your Insight, you can complement it with a choice of either dark blue or grey high quality fabric upholstery.*



SPECIFICATION 17/18

	1.3 IMA ES-T	1.3 IMA ES	1.3 IMA SE	1.3 IMA S
Engines				
Type	Petrol with IMA	Petrol with IMA	Petrol with IMA	Petrol with IMA
Displacement (cc)	1339	1339	1339	1339
Petrol engine: Maximum power (PS @ rpm)	88 @ 5800	88 @ 5800	88 @ 5800	88 @ 5800
Petrol engine: Maximum torque (Nm @ rpm)	121 @ 4500	121 @ 4500	121 @ 4500	121 @ 4500
Electric motor: Maximum power (PS @ rpm)	14 @ 1500	14 @ 1500	14 @ 1500	14 @ 1500
Electric motor: Maximum torque (Nm @ rpm)	78 @ 1000	78 @ 1000	78 @ 1000	78 @ 1000
Recommended fuel rating (Research Octane Number – RON)	95 RON	95 RON	95 RON	95 RON
Fuel Economy†				
Urban (mpg)	60.1	60.1	61.4	61.4
Urban (l/100km)	4.7	4.7	4.6	4.6
Extra urban (mpg)	62.8	62.8	67.3	67.3
Extra urban (l/100km)	4.5	4.5	4.2	4.2
Combined (mpg)	61.4	61.4	64.2	64.2
Combined (l/100km)	4.6	4.6	4.4	4.4
CO ₂ (g/km)	105	105	101	101
Transmission				
Continuously Variable Transmission (CVT)	•	•	•	•
Performance				
Acceleration 0–62 mph (secs)	12.5	12.5	12.5	12.4
Maximum speed (mph)	113	113	113	113
Weights and Capacities				
Boot capacity seats up (litres, VDA method)	408	408	408	408
Boot capacity seats down (litres, VDA method)	584	584	584	584
Fuel tank (litres)	40	40	40	40
Kerb weight (kg)	1240	1240	1240	1240
Maximum load weight (kg)	1650	1650	1650	1650
Maximum roof load (kg)	50	50	50	50
Turning circle – kerb to kerb (m)	10.34	10.34	10.34	10.34

• standard ○ optional – not available

† 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.

*S Grade only available with dark blue fabric.

	1.3 IMA ES-T	1.3 IMA ES	1.3 IMA SE	1.3 IMA S
Wheels and Tyres				
15" steel wheels	–	–	–	•
15" alloy wheels	–	–	•	–
16" alloy wheels	•	•	◦	–
Tyres	185/55R16J	185/55R16J	175/65R15	175/65R15
Wheel size	16 x 6J	16 x 6J	15 x 5 1/2J	15 x 5 1/2J
Space saver spare wheel	◦	◦	◦	◦
Instant Mobility System (IMS) repair kit	•	•	•	•
Instruments and Controls				
Multi-function driver computer with Eco Assist	•	•	•	•
ECON button	•	•	•	•
Additional dashboard illumination	•	•	•	•
Paddle shift gear selector	•	•	–	–
Cruise control	•	•	–	–
Tachometer (rev counter)	•	•	•	•
Digital odometer (A / B trip)	•	•	•	•
Fuel consumption display	•	•	•	•
Audible headlight on reminder	•	•	•	•
Internally adjustable headlight height	•	•	•	•
External temperature gauge (built into odometer)	•	•	•	•
Digital clock (built into audio system)	•	•	•	–
Front map light	•	•	–	–
Interior welcome light	•	•	•	•
Low fuel warning light	•	•	•	•
Safety				
Dual front, side and curtain Supplemental Restraint System (SRS) airbags	•	•	•	•
Anti-lock Braking System (ABS)	•	•	•	•
Electronic Brake-force Distribution (EBD)	•	•	•	•
Emergency Brake Assist (EBA)	•	•	•	•
Vehicle Stability Assist (VSA)	•	•	•	•
High level rear brake light	•	•	•	•
Creep Aid System	•	•	•	•
Side impact protection beams	•	•	•	•
Front seatbelt pre-tensioners	•	•	•	•
Height adjustable front seatbelts	•	•	•	•
5 x 3-point seatbelts	•	•	•	•

	1.3 IMA ES-T	1.3 IMA ES	1.3 IMA SE	1.3 IMA S
ISOFix childseat restraint mechanism	•	•	•	•
Passenger airbag cut off switch	•	•	•	•
Three rear head restraints	•	•	•	•
Active front head restraints	•	•	•	•
Front ventilated disc brakes	•	•	•	•
Rear disc brakes	•	•	•	•
Security				
Rolling code ECU engine immobiliser	•	•	•	•
Honda Superlocks (deadlocks)	•	•	•	•
Tonneau cover	•	•	•	–
Externally visible Vehicle Identification Number (VIN)	•	•	•	•
Remote keyless entry	•	•	•	•
Central locking	•	•	•	•
High security integrated audio	•	•	•	–
Glovebox	•	•	•	•
Locking wheel nuts	•	•	•	–
Perimeter security alarm	•	•	•	–
Exterior				
Body coloured front and rear bumpers	•	•	•	•
Body coloured door handles and door mirrors	•	•	•	•
Electric adjustable door mirrors	•	•	•	•
Power folding electric heated door mirrors	•	•	•	–
Door mirror integrated indicators	•	•	•	–
Privacy glass	•	•	–	–
Automatic lights with dusk sensor	•	•	–	–
Front fog lights	•	•	–	–
Rear parking sensors	◦	◦	◦	◦
Rear wiper	•	•	•	•
Length (mm)	4396	4396	4396	4396
Width including door mirrors (mm)	2029	2029	2029	2029
Width excluding door mirrors (mm)	1695	1695	1695	1695
Height excluding aerial (mm)	1425	1425	1425	1425
Wheel base (mm)	2550	2550	2550	2550
Comfort and Convenience				
Tilt and telescopic steering wheel adjustment	•	•	•	•
Leather multi-function steering wheel	•	•	–	–

	1.3 IMA ES-T	1.3 IMA ES	1.3 IMA SE	1.3 IMA S
Rain sensing windscreen wipers	•	•	–	–
Electric power assisted steering	•	•	•	•
Boot light	•	•	•	–
Power socket	•	•	•	–
Automatic climate control air conditioning	•	•	•	•
Pollen filter	•	•	•	•
Driver and passenger vanity mirror with lid in sunshade	•	•	•	–
Illuminated glovebox	•	•	–	–
Driver's footrest	•	•	•	•
Front and rear electric windows	•	•	•	•
Front centre console armrest	•	•	•	–
Front cup holder	•	•	•	•
Rear armrest and cup holder	•	•	–	–
Driver seatback pocket	•	•	–	–
Passenger seatback pocket	•	•	•	–
Leather gear knob	•	•	–	–
Ashtray – front	•	•	•	–
Seating				
Driver's seat height adjustment	•	•	•	•
Heated front seats	•	•	–	–
Fabric upholstery	•	•	•	•
In Car Entertainment (ICE)*				
Stereo CD tuner with RDS and MP3 compatibility	•	•	•	–
Front and rear speakers	•	•	•	–
Tweeters	•	•	–	–
Steering wheel mounted audio controls	•	•	•	–
Auxiliary socket	•	•	•	–
USB port [□]	•	•	–	–
Voice recognition DVD Satellite Navigation with Traffic Message Channel (TMC) and integrated Bluetooth [®] Hands Free Telephone (HFT) system ^Δ	•	–	–	–

• standard ○ optional – not available

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.

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

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

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



CONCEPT CR-Z
Small Sports Hybrid

FCX CLARITY
Zero emissions vehicle

INSIGHT
Production version

HOW FORESIGHT LED TO INSIGHT

In 1986 our engineers started to dream about producing an emission free car. Twenty years later they achieved their dream, the FCX Clarity, the first road legal production car to emit only water as a by-product.

With the Insight, our aim is to bridge the gap between contemporary road cars and emission free cars of the future.

Shortly, we will also be introducing our first sports hybrid, the CR-Z, proof that hybrid vehicles can be more than efficient and affordable, offering great performance combined with lower emissions and a fun drive.

HONDA
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A division of Honda Motor Europe Ltd. No. 857969 Registered in England and Wales Part No: BEZ-564 Issue Date: 07/09



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