

**GET STARTED** 



## What if a car could drive you to be a better person?

Everyone wants to be good. So we built the Insight, a hybrid that allows everyone to do a better job at using less fuel, reducing emissions and driving more efficiently.

It's all thanks to the innovative Honda engineers who first began developing hybrid technology nearly 40 years ago. Because of their pioneering spirit we have now been able to develop and refine our petrol/electric engine so that the Insight not only promotes fuel efficiency but also provides a truly engaging driving experience.

Model shown is 1.3 IMA HX





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The Insight uses Integrated Motor Assist (IMA), Honda's unique hybrid technology that combines an electric motor with a conventional petrol engine and controls how they work together. Not only does IMA greatly improve fuel economy but it also brings down CO<sub>2</sub> emissions to 96g/km.

Images show km/h. UK specifications will be mph.

Please see Specification pages for more information on other grades.

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>01 > Vehicle stationary (Idle Stop)

When the vehicle is at a standstill the When the brake is released, the petrol engine automatically shuts off and enters 'Idle Stop' mode to reduce the assistance of the electric motor. fuel consumption and exhaust emissions to zero. Electric functions continue to be powered by the cars battery under certain conditions.



>02 > Start up

petrol engine starts up again, with



>03 > Gentle acceleration

The petrol engine operates in low speed valve timing and operates 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 under certain conditions.



## Integrated Motor Assist

IMA works by doing three fundamental things: firstly the electric motor and battery pack assist the petrol engine; then energy generated by braking is used to recharge the battery pack; finally the engine automatically turns itself off whenever the car is in Idle Stop mode, at a junction or at traffic lights.



>05 >Acceleration

The petrol engine remains in low speed valve timing, but now operates with assistance of the electric motor. enabling stronger acceleration



>06 > Rapid acceleration

The petrol engine now switches to high speed valve timing with the assistance of the electric motor. producing a high output for strong acceleration.



>07 > High speed cruising

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



>08 > Deceleration and recharging

The valves of all four of the engine's cylinders are closed and combustion is halted. The electric 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 electric motor is required.







Innovative ideas to help you drive in a more fuel efficient way

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### **CONTINUOUS VARIABLE TRANSMISSION (CVT)**

The Honda Insight uses Continuous Variable Transmission (CVT), which delivers optimum fuel economy and ensures the most efficient drive ratio is selected. You always get a seamlessly smooth and responsive acceleration with superior fuel economy.

#### **HILL START ASSIST (HSA)**

Hill Start Assist (HSA) prevents roll-back when starting on an incline. Using a slope sensor; the brake pressure is controlled keeping the car stationary for a brief moment after you release the brake pedal.

Model shown is 1.3 IMA HX

Please see Specification pages for more information on other grades.

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## How do you know if you're being a more fuel efficient driver?

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#### **ECO ASSIST**

Honda's Eco Assist works as a visual coaching system which changes the colour of your speedometer to show you how fuel efficiently you're driving. When you brake or accelerate sharply the speedometer display will glow in blue. Drive in a smooth, controlled way and the display glows green.

When the Econ button is pressed, a green flower symbol appears on the dashboard to indicate that the Insight is operating in a more fuel efficient mode. Your driving is then monitored to see how high or low your emissions are. Heavy acceleration and aggressive braking increase the amount of fuel you use, raise CO2 emissions and reduce the amount of charge in the battery.

The more economically you drive the more the flower grows in the Multi-Information Display. At the end of each journey you are given an Eco score which is then added to your lifetime score. The higher your score the less CO2 you've emitted into the environment and the more money you've saved on fuel.

Images show km/h. UK specifications will be mph Please see Specification pages for more information on other grades.

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> INNOVATIVE TECHNOLOGY **ECO ASSIST** INTRODUCTION INTEGRATED MOTOR ASSIST







## An intuitive cockpit designed around you

The Insight's innovative Dual Zone dashboard displays essential driving information so that it sits directly in your line of vision, making it easier and safer to see at a glance. The upper zone shows the speedometer while the lower zone shows the rev counter, fuel gauge and houses the Multi-Information Display.

The interior is designed with a premium, high quality finish such as a leather wrapped stitched steering wheel and gear knob. Heated front seats, automatic air conditioning and front and rear electric windows help to create the perfect cabin temperature. While front and rear arm rests ensure a comfortable journey for all<sup>a</sup>.

Satellite Navigation with an integrated Bluetooth® Hands Free Telephone (HFT) system\* is available as an option on the HE and HS grades, and standard on HX grades.

Images show a LHD model. UK specifications will be RHD.

Please see Specification pages for more information on other grades.

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# Spacious, comfortable and quiet

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The Insight can seat 5 adults comfortably and offers highly supportive seats with quality fabrics throughout. Journeys are made more comfortable for all passengers with fold-away armrests and increased headroom. While high quality materials in complimentary colours completes the refinements on the inside.



## **Boot Space**

The Insight has been innovatively designed to house the battery pack beneath the boot floor, creating a spacious and practical rear cabin. The rear seats split 60:40 and fold flat and with the seats up, the boot capacity stands at a generous 408 litres. But with the seats folded down the space opens up to create 584 litres when loaded to the window. There's even a hidden compartment beneath the boot floor for stowing valuable items.

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> INTUITIVE COCKPIT **SPACIOUS INTERIOR** INNOVATIVE DESIGN



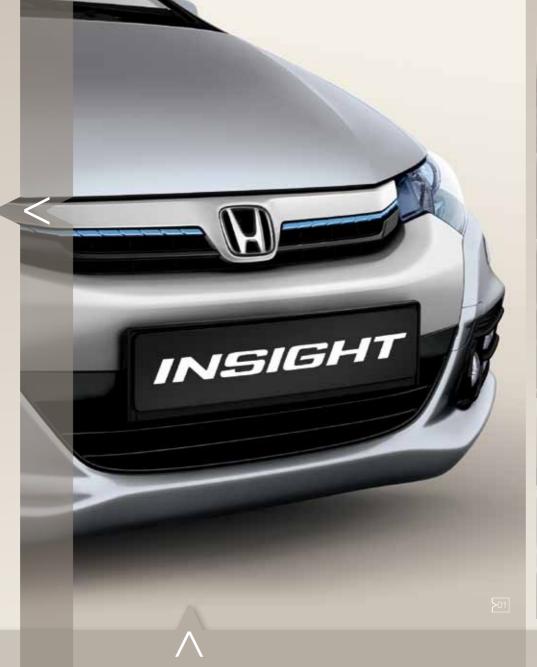
Make a visual impact, not just an environmental one

The Insight's sleek lines create a contemporary look that flows from the tapered nose right through to the rear spoiler, creating both a unique style and a highly aerodynamic shell.

The split-level rear window delivers a purposeful, sporty edge, while the raised roof lining and tailgate creates a clear view of the road behind.

A distinctive design for distinctive engineering that still provides all the space and comfort needed to enjoy the drive.

Model shown is 1.3 IMA HX





The Insight's sleek, aerodynamic design creates an instant visual impact, but it's the refined details and smart design touches that add real character.

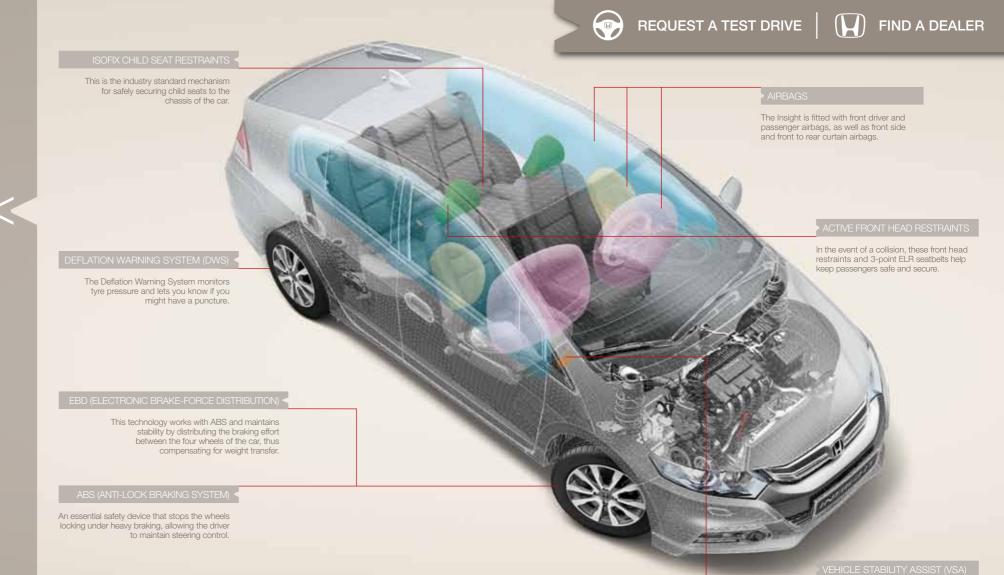
- 01 New front bumper and grille
- 02 Leather-wrapped steering wheel
- 03 SD Satellite Navigation
- **04** Shark fin antenna
- **05** Daytime Running Lights
- 06 Door side sill garnish



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Images show a LHD model. UK specifications will be RHD. For information on which grades these and other features are available on, please refer to Specification and Your Insight pages.

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Whilst driving, the VSA sensors monitor grip to calculate the amount of power or braking force needed for maximum control.

## Create a safe environment, not just a cleaner one

Honda is committed to your safety, whether you're the driver, a passenger or a pedestrian.

That's why we created the first indoor multi-directional crash test safety facility, to accurately recreate collision conditions and pursue our own safety goals above and beyond regulatory safety standards.

It has also enabled us to innovate safety measures to help detect the change in control, working at all times to help prevent accidents.

Model shown is 1.3 IMA HX Image shows a LHD model. UK specifications will be RHD.







15" steel wheels with trim cap

Halogen headlights

Fabric interior

Climate control automatic air conditioning

Idle Stop

Driver i-SRS Airbag (Dual Stage inflation)

Passenger SRS Airbag with Cut Off Switch

Side Airbags (Front)

Side Curtain Airbags (Front and Rear)

ABS (Anti-lock Braking System)

EBD (Electronic Brake-force Distribution)

BA (Brake Assist)

VSA (Vehicle Stability Assist)

HSA (Hill Start Assist)

ISOFix





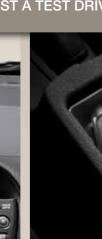


Images show a LHD model. UK specifications will be RHD.

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15" alloy wheels

Halogen headlights

Shark fin antenna

Fabric interior

Leather-wrapped steering wheel

Leather-wrapped gear knob

Steering wheel mounted audio controls

Cruise control

Idle Stop

Security Alarm

Stereo CD tuner, with MP3 compatibility,

AUX and USB

#### T-Grade<sup>†</sup>

SD navigation with integrated Bluetooth® Hands Free Telephone (HFT) system\*





Images show a LHD model. UK specifications will be RHD.

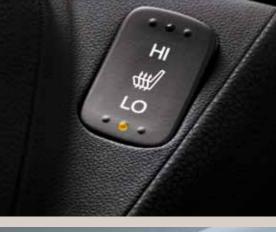
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## HS

16" alloy wheels

Privacy glass

Front fog lights

Dusk-sensing automatic lights

Rain-sensing windscreen wipers

Rear parking sensors

Part faux leather / part fabric interior upholstery

Front heated seats

Leather-wrapped steering wheel and gear knob

Steering wheel mounted audio controls

Cruise control

Idle Stop

Stereo CD tuner, with MP3 compatibility,

AUX and USB

#### T-Grade†

SD navigation with integrated Bluetooth® Hands Free Telephone (HFT) system\*

Images show a LHD model. UK specifications will be RHD.

 $^\dagger \text{AUX}$  socket is not available on T-Grade models.

\*For a list of compatible phones please refer to www.honda-access.com





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Idle Stop

НХ

16" alloy wheels Leather upholstery Front heated seats Privacy glass

Headlight washers Front fog lights

Rear parking sensors Shark fin antenna Cruise control

SD navigation with integrated Bluetooth®

Steering wheel mounted audio controls

Hands Free Telephone (HFT) system\*

HID headlights with auto levelling

Dusk-sensing automatic lights Rain-sensing windscreen wipers

Stereo CD tuner, with MP3 compatibility and USB

Leather-wrapped steering wheel and gear knob

Images show a LHD model. UK specifications will be RHD.

†AUX socket is not available on T-Grade models.

\*For a list of compatible phones please refer to www.honda-access.com

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> HS HX HE

## REQUEST A TEST DRIVE

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### Colours

Are you red or silver, white or blue? Whatever colour you choose, there is one to suit your style and character.

<b>01</b> Alak	paster Silve	er Metallic
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02 Premium W	/hite Pearl
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03 Polished Metal Metallic

04 Crystal Black Pearl

**05** Premium Bronze Pearl

06 Platinum Aqua Metallic\*

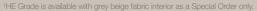
07 Milano Red

08 Dynamic Blue Pearl

## Interior upholstery

Whichever colour paint you choose for your Insight, you can complement it with a choice of either high quality fabric<sup>†</sup>, faux leather and fabric upholstery<sup>‡</sup>, or leather upholstery<sup>±</sup>.

	Black Fabric	Grey Beige Fabric	Grey Beige Fabric / Faux Leather	Black Fabric / Faux Leather	Black Leather
HE	•	Special Order			
HS			Special Order	•	
НХ					•



HS Grade is available with grey beige fabric / faux leather interior as a Special Order only.





















<sup>\*</sup>Platinum Aqua Metallic is a Special Order colour. Please ask your dealer for further information.

<sup>\*</sup>HX Grade is available with black leather upholstery only.











Options

Personally tailor your Insight by choosing one of the following three Option Packs:

#### **Premium Pack**

The Premium Pack consists of:

- 01 Stainless Steel Doorstep Garnishes
- **02** Body-coloured Door Protectors
- 03 Front Mudguards
- **04** Rear Mudguards
- **05** Elegance Floor Mats

IMA TECHNOLOGY ADVANCED SAFETY YOUR INSIGHT INTRODUCTION COLOURS SPECIFICATIONS INTERIOR EXTERIOR OPTIONS GLOSSARY The Elite - Assist Pack consists of:

- < Stainless Steel Doorstep Garnishes
- < Body-coloured Door Protectors
- < Front Mudguards
- < Rear Mudguards
- < Elegance Floor Mats PLUS
- 06 Rear Parking Sensors

#### **Elite - Connect Pack**

The Elite - Connect Pack consists of:

- < Stainless Steel Doorstep Garnishes
- < Body-coloured Door Protectors
- < Front Mudguards
- < Rear Mudguards
- < Elegance Floor Mats PLUS
- 07 Bluetooth® HFT\* (Hands Free Telephone)



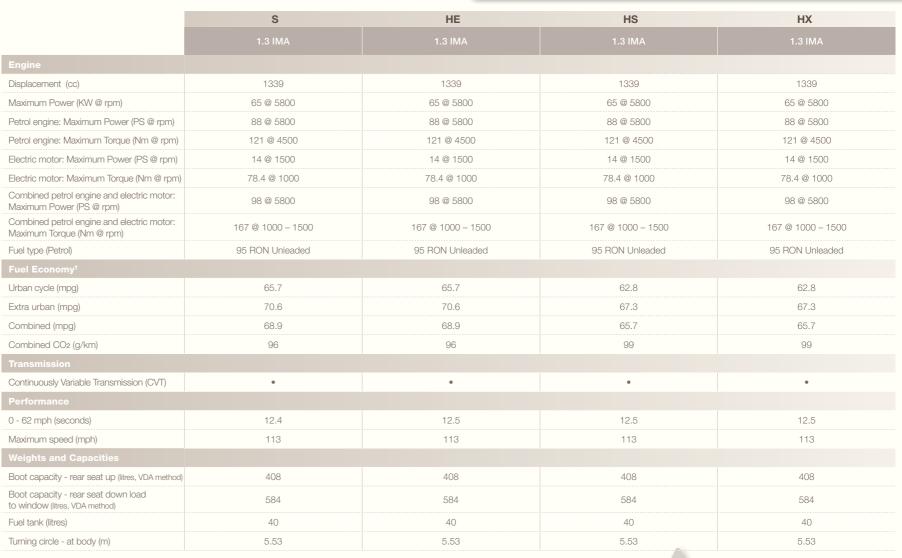


Images show a LHD model. UK specifications will be RHD.

\*For a list of compatible phones please refer to www.honda-access.com

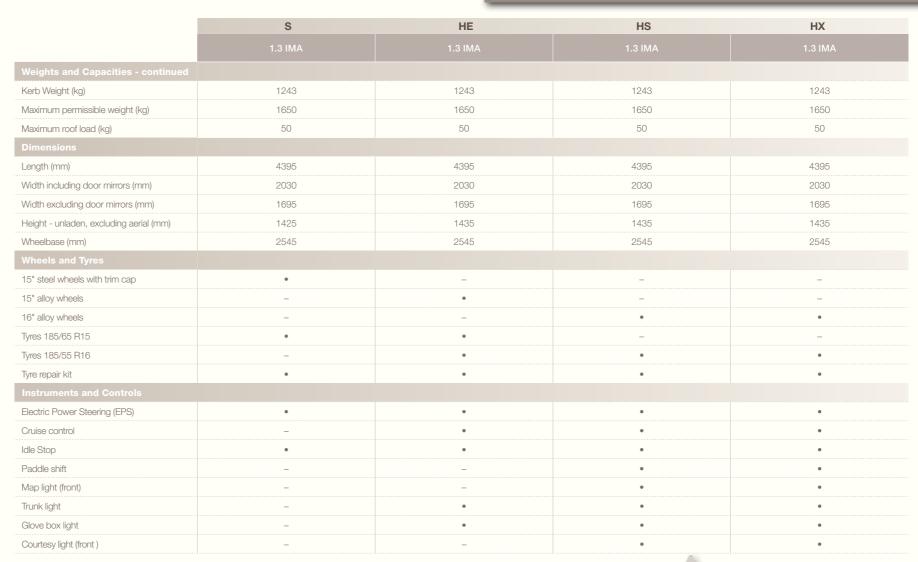
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	S	HE	HS	нх
	1.3 IMA	1.3 IMA	1.3 IMA	1.3 IMA
Safety				
Driver i-SRS airbag (dual stage inflation)	•	•	•	•
Passenger SRS airbag with cut off switch	•	•	•	•
Side airbags (front)	•	•	•	•
Side curtain airbags (front and rear)	•	•	•	•
ABS (Anti-lock Braking System)	•	•	•	•
Electronic Brakeforce Distribution (EBD)	•	•	•	•
Brake Assist (BA)	•	•	•	•
Vehicle Stability Assist (VSA)	•	•	•	•
Hill Start Assist (HSA)	•	•	•	•
Front seat belts with 2 stage Emergency Locking Retractor (ELR)	•	•	•	•
Rear seat belts with Emergency Locking Retractor (ELR)	•	•	•	•
ISOFix points (outer rear seats)	•	•	•	•
Security				
Immobiliser system	•	•	•	•
Security alarm system	_	•	•	•
Tonneau cover	_	•	•	•
Remote central locking with 2 jack knife keys	-	•	•	•
Exterior				
Body coloured door mirrors	•	•	•	•
Body coloured door handles	•	•	•	•
Electric heated and adjustable door mirrors	_	•	•	•
Electric retractable door mirrors with indicator	-	•	•	•
Privacy glass	_	_	•	•
Halogen headlights	•	•	•	_
HID headlights with auto levelling	_	_	_	•





QUEST	A TEST	DRIVE
<b>~~</b>		

	S	HE	HS	HX		
	1.3 IMA	1.3 IMA	1.3 IMA	1.3 IMA		
Exterior - continued						
Headlight washers	-	-	-	•		
Front fog lights	_	_	•	•		
Daytime Running Lights	•	•	•	•		
Comfort and Convenience						
Climate control automatic air conditioning	•	•	•	•		
Rear heater duct	•	•	•	•		
Rain sensing auto wipers	_	_	•	•		
Rear wiper	•	•	•	•		
Dusk sensing auto lights	_	_	•	•		
Rear parking sensors	_	_	•	•		
Power windows (front and rear)	•	•	•	•		
One-touch front power window (up/down)	_	•	•	•		
Tilt and telescopic steering wheel	•	•	•	•		
Sunvisor vanity mirrors	_	•	•	•		
Accessory socket (instrument panel)	•	•	•	•		
Driver seat back pocket	_	_	•	•		
Comfort and Convenience						
Passenger seat back pocket	_	•	•	•		
Leather-wrapped steering wheel	_	•	•	•		
Leather-wrapped gear knob	_	•	•	•		
Seating						
Driver seat manual height adjustment	•	•	•	•		
Heated seats (front)	-	-	•	•		
Fabric interior	•	•	_	_		
Part faux leather / part fabric interior	-	-	•	•		
Leather upholstery	_	_	-	•		



Specifications

H	REQUEST A TEST	

	S	HE	HS	HX
	1.3 IMA	1.3 IMA	1.3 IMA	1.3 IMA
Audio and Communications				
1CD tuner - MP3 compatible with AUX	_	•	•	AUX not available on HX Grade
USB port ∆□	_	•	•	•
Steering wheel remote audio controls	_	•	•	•
Bluetooth® Hands Free Telephone (HFT) system $\ensuremath{^\square}$	_	_	-	•
SD Satellite Navigation	_	-	-	•

	HE-T	HS-T
	1.3 IMA	1.3 IMA
T Grades		
SD navigation with integrated Bluetooth® Hands Free Telephone (HFT) system°	•	•
AUX socket is not available on T-Grade models.		Kev • Standard • Optional - Not available

"For a list of compatible phones, please refer to www.honda-access.com

Specifications

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

Fuel consumption CO2 and weight figures are measured according to EC directive procedures. As a result of driving behaviour, road, traffic and weather conditions, general state and equipment level of the vehicle, real life fuel consumption and CO2 figures may differ from these official values. In case of weight (defined as mass in running order), it applies to vehicles with standard equipment. Optional equipment may increase this figure and decrease the payload.

\*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 1,500 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.

"Bluetooth" Hands Free Telephone (HFT) system combined with SD Satellite Navigation system.



#### > 01 > ABS (ANTI-LOCK BRAKING SYSTEM)

An essential safety device that stops the wheels locking under heavy braking, thus allowing the driver

#### > 02 > BLUETOOTH®

Glossary of technologies

The Bluetooth® Hands Free Telephone (HFT) system enables drivers 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 transferring and redialling calls are simple and safe.

#### CVT (CONTINUOUSLY VARIABLE TRANSMISSION)

Honda's innovative variation of the automatic gearbox improves efficiency by adjusting the drive ratio in extremely fine increments. This delivers the absolute optimum ratio to keep the engine in its most efficient power range.

#### EBD (ELECTRONIC BRAKE-FORCE DISTRIBUTION)

This technology works with ABS and maintains stability by distributing the braking effort between the four wheels of the car, thus compensating for weight transfer.

#### > 05 > FLUID MOTION

Unlike a traditional transmission, the Insight's Continuously Variable Transmission (CVT) flows seamlessly between an infinite number of effective gear ratios. This creates better fuel economy, fewer emissions and one of the smoothest rides you'll find.

#### > 06 > FUEL CONSUMPTION

The figures for the fuel consumption and CO<sub>2</sub> 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.

#### > 07 > IMA

IMA stands for Integrated Motor Assist, which means that an electric motor sits alongside the petrol engine it supports. The Insight uses an electric motor to assist the petrol engine, ensuring fuel consumption and emissions are kept to a minimum. 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.

### > 08 > ISOFIX CHILD SEAT RESTRAINTS

This is the industry standard mechanism for safely securing child seats to the chassis of the car. Easier and quicker to use, there is also less risk of securing the seat incorrectly compared with child seats secured using seat belts.

#### >09 > PERFORMANCE

As well as being assisted by an electric motor, the Insight's i-VTEC engine has been carefully refined to produce excellent fuel economy and CO<sub>2</sub> figures. The engine combines three key technologies, VTC and VTEC (that work together to create i-VTEC) and CVT.

#### > 10 > VSA (VEHICLE STABILITY ASSIST)

This technology helps stop the vehicle from skidding when braking heavily by reducing engine power or applying braking to an individual wheel to regain control if any slip is detected. It's our very own approved version of ESP (Electronic Stability

#### > 11 > VTC (VARIABLE TIMING CONTROL)

This technology alternates the amount of fuel and air that the engine's cylinders take in, minimising as much wastage as possible whilst maximizing power. This means that the Insight can achieve high levels of torque whether accelerating or cruising at high speed, limiting fuel consumption and CO<sub>2</sub> emissions at the

#### VTEC (VARIABLE VALVE TIMING AND LIFT WITH ELECTRONIC CONTROL)

Honda's award winning power system adjusts the engine's valves to create more power when you need it, especially over rapidly changing engine speeds. It not only delivers lower emissions but also superior fuel economy over regular petrol engines.



