

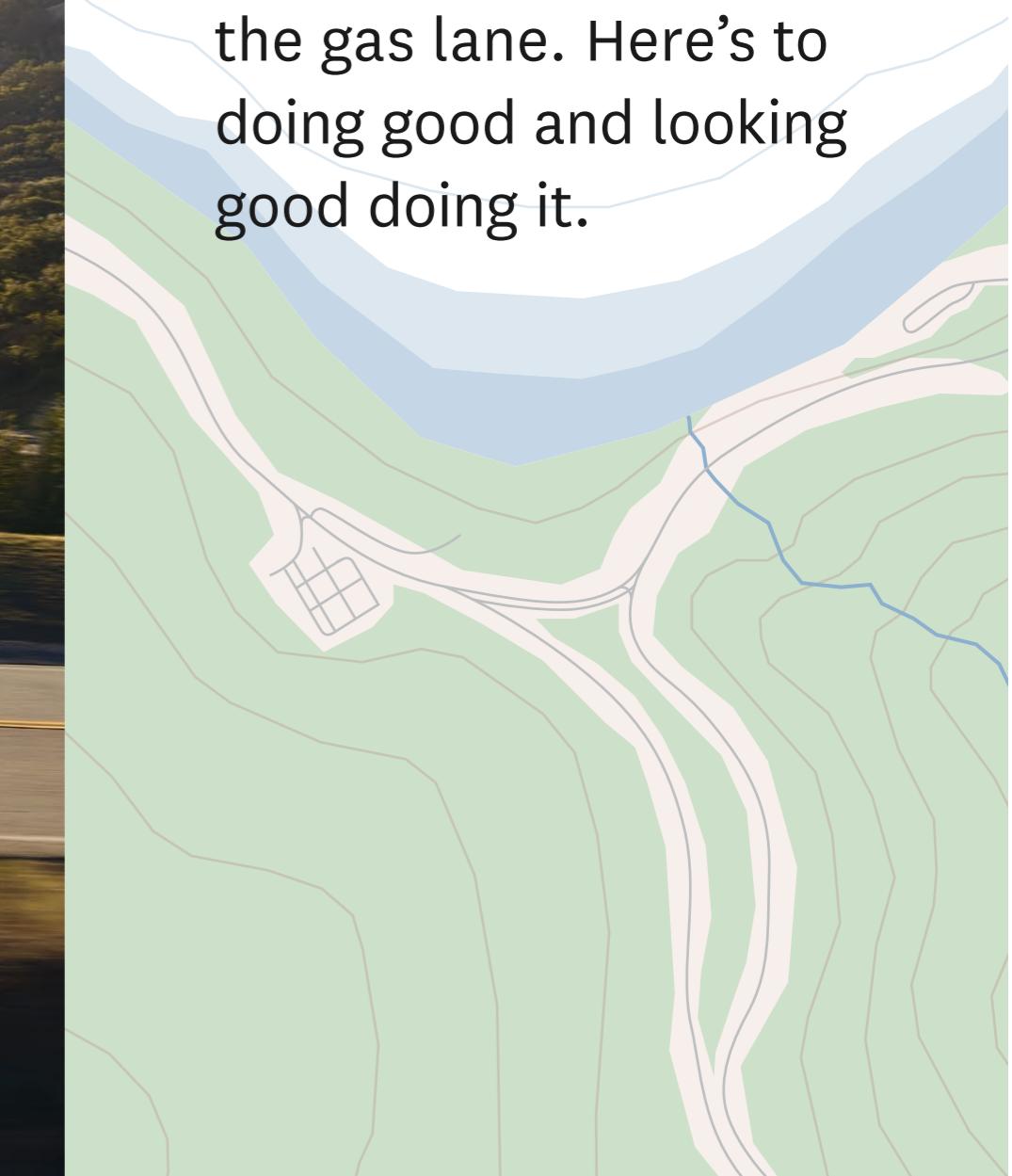
2020

Insight





Live today with a love
for tomorrow. Talk about
a guiding mantra.
Here's to hitting the
fast lane while skipping
the gas lane. Here's to
doing good and looking
good doing it.





A hybrid with high style.

Efficiency over style? Never. The 2020 Insight redefines our hybrid concept, blending gratifying looks and electrifying performance with impressive fuel efficiency ratings. Mating a zippy 1.5-litre Atkinson-cycle engine with two electric motors, you'll find serious efficiencies in the tank and your ETA. And with the battery cleverly stored beneath the seats, cargo space and leg room take on their own sense of conservation. The 2020 Insight is unlike any hybrid you've ever seen.

Key Features: Honda Sensing™ Technologies, Apple CarPlay™^{1,2} / Android Auto™^{1,2}

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2. Only compatible with certain devices and operating systems. Operation may be dependent upon: 1. GPS satellite signal reception and available cellular data and/or voice connection; or 2. connection to vehicle's built-in Wi-Fi hotspot, if applicable. Associated charges (incl. data plans, roaming charges or other amounts charged by your wireless carrier) may apply.



Eco-sense meets fashion sense.

This hybrid is on a mission to do good – for the earth, and your look. Sporting a wide, powerful stance complete with Honda's signature flying wing grille and bold facia, the Insight is the perfect accessory to your driveway. The best part? These aggressive style cues are only half the package. Beyond the sweeping coupe-like roofline and character lines, the Insight features LED headlights, taillights and brake lights, plus LED daytime running lights and fog lights that all inspire a serious air of sophistication. Even the 17" aluminum-alloy wheels turn your drive into more of a strut. For the finishing touches, the available one-touch power moonroof with tilt feature and various chrome finishes prove that an eye for efficiency pairs best with an eye for style.





Pleased to be seated.

While helping to minimize its impact out there, the Insight makes an absolute statement in here. Thanks to the wide exterior, the interior is graced with a spacious cabin that's equal parts sporty and classy. Every detail is crafted with a refined palette, from the soft-touch instrument panel with real stitching to the elegant heated front seats and available heated rear seats (outward positions only) with available perforated leather-trimmed seating surfaces. When lowering the 60/40 split fold-down rear seatback, the Insight boasts an available 428 litres of cargo volume that you'll love to fill. And for you: just step into the driver's seat with 8-way power adjustment and grab the leather-wrapped steering wheel to hit the road. Gently.



Hugs trees. And corners.

It's time to leave hybrid compromise in the dust. The Insight features a zippy 1.5-litre, 16-valve, Atkinson cycle DOHC, i-VTEC® 4-cylinder engine that elevates hybrid power to new heights. Using an Electric-Continuously Variable Transmission (E-CVT), the electric motors and gasoline engine are engineered to work in perfect harmony to help maximize efficiency, producing impressive fuel consumption ratings. Together, the Insight churns out 151 combined total horsepower¹ and 197 lb.-ft. of electric motor torque¹. Using the steering wheel-mounted deceleration paddle selectors and three adaptable driving modes – Sport, EV and ECON – you'll be able to help maximize the performance of this agile hybrid. It's all just working proof that doing good can include a serious amount of feeling good, too.

Naturally futuristic.

We're driving towards a better future with some modernistic technology in tow. Once you've fired up the engine with the intuitive pushbutton start or remote engine starter, the multi-angle rearview camera with dynamic guidelines¹ will be your backup aid when reversing out the driveway. And when you turn onto those main roads, it's time to turn on your playlist using the Apple CarPlay^{™1,2} and Android Auto^{™1,2} compatibility in the 8" Display Audio System¹. The available 452-watt AM/FM Premium audio system with 10 speakers including subwoofer are fine-tuned to handle all your tunes.

As an expert in efficiency, the Insight will help you find the most efficient route to your destination using the available Honda Satellite-Linked Navigation System^{™1,3} and bilingual voice recognition. Whether it's main roads, side roads or off-roads, the Honda LaneWatch^{™1} blind spot display will send a live feed to the 8" Display Audio System¹ screen. And when you're heading out or driving in, the available HomeLink[®] remote system⁴ is the perfect aid, conveniently operating your garage door, security system and various home appliances from three buttons integrated into the vehicle's interior.

1. Apple CarPlay^{™1,2} /
Android Auto^{™1,2}



2. Display Audio System¹
with Available Honda
Satellite-Linked Navigation
System^{™1,3} and bilingual
Voice Recognition



3. 7" colour TFT meter
display with Driver
Information Interface



4. Honda LaneWatch[™]
blind spot display¹



5. Multi-angle rearview camera¹
with dynamic guidelines



6. Proximity key entry and
pushbutton start

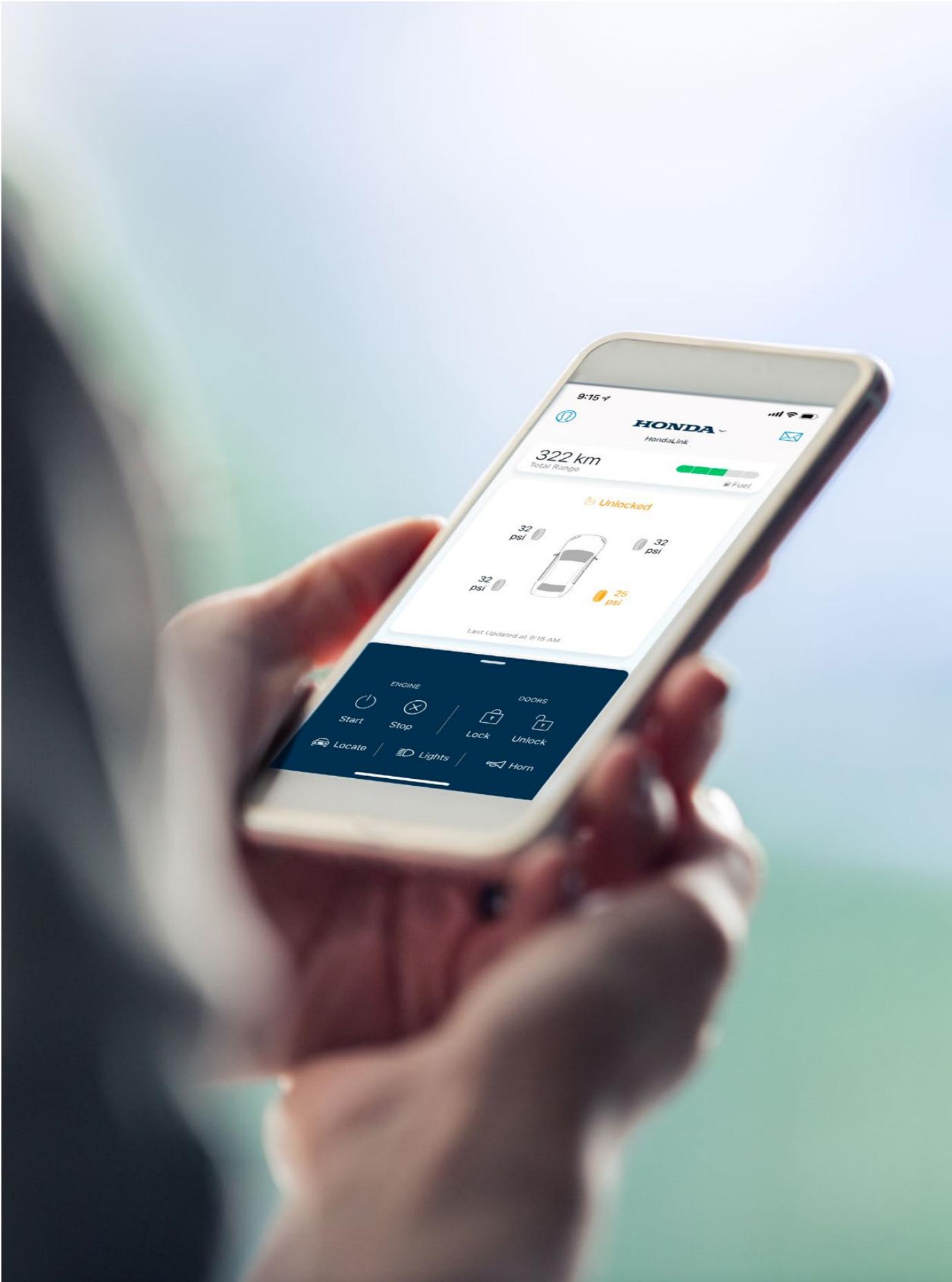


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3. Map database covers major metropolitan areas in Canada and the 48 contiguous U.S. states.

4. HomeLink[®] can be programmed with codes of up to three remote-control devices (e.g., garage-door opener, home security system, etc.).



A finger stroke of genius.

The available HondaLink™ Subscription Services helps to connect you to a world of features both inside and outside your Insight, while other available apps and features are designed to entertain and inform.

HondaLink™^{1,2,3} Subscription Services

Remote Start

Enjoy getting into a comfortable car with automatically adjusted climate control.

Remote Door Lock/Unlock

Whether you're locked out or forgot to lock up, count on quick, keyless entry and remote assurance from almost anywhere.

Geofence Alert

Get notified when your car enters or leaves a designated region.

Stolen Vehicle Locator Service

Designed to help recover your stolen vehicle faster. The system uses sophisticated technology to assist the authorities with attempting to find your vehicle.

Auto Collision Notification (ACN)

In the event of an accident, a Response Agent automatically checks in, and helps send emergency care, even when passengers aren't able to respond.

Advanced Connectivity

AT&T Wi-Fi Hotspot

Connect up to 7 compatible devices with your vehicle's available built-in Wi-Fi hotspot^{2,4}. Enjoy up to 4G LTE speeds on multiple devices. From the open road, you'll be able to stream hours of videos, play games, get real-time email access and surf the web. You'll be able to stay connected up to 50 feet away from your Insight.

Stay Connected

To learn more about the many HondaLink™ features not listed here, visit honda.ca/hondalink.

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3. Subscription to HondaLink™ services is required. HondaLink™-equipped vehicles come with complimentary time-limited trial subscriptions; fees, taxes and other charges will apply in order to continue subscription services upon trial expiry. The availability of certain GPS satellite and/or cellular networks is required for HondaLink™ to operate properly. Service interruptions may occur and/or vehicle system upgrades may be required if cellular network availability is compromised. Some restrictions may apply. For additional HondaLink™ information, please visit www.honda.ca/hondalink and www.honda.ca/privacy.

4. New vehicles are equipped with a complimentary time or data trial period, whichever comes first. After the trial period, contact AT&T or visit att.com/honda to purchase available data plans. 4G LTE connection speeds may vary by region. Hybrid Touring model only.

The Insight has some foresight.

The Honda Sensing™ technologies are designed to help make your drive safer. With intuitive technology and design, we've created a way forward that we can all feel good about. Whether you're driving or sitting in the passenger seat, feel confident in the latest in safety innovation from Honda.



Forward Collision Warning (FCW) system

The FCW system¹ is designed to detect the presence of vehicles in front of you and issue audible, visual and tactile alerts if you're approaching with too much speed. If you fail to respond, CMBS® is triggered into operation.



Lane Keeping Assist System (LKAS)

The LKAS¹ is engineered to gently correct your steering if you begin to leave a detected lane without signaling, applying torque progressively to the steering to help guide you back to the centre of the lane.



Collision Mitigation Braking System™ (CMBS®)

To help reduce the likelihood or severity of a frontal impact, CMBS^{®1} is engineered to apply light brake pressure if you don't respond to FCW system alerts. If it still senses an imminent collision, CMBS® is designed to brake forcefully.



Adaptive Cruise Control (ACC) with Low-Speed Follow (LSF)

The ACC system¹ with Low-Speed Follow is designed to keep a constant speed and set following interval behind any vehicle detected in front of you, including an ability to slow, stop and start with the flow of traffic.



Lane Departure Warning (LDW) system

The LDW system¹ is designed to monitor vehicle lane position and issue visual and tactile alerts if your vehicle drifts into another detected lane without signaling.



Traffic Sign Recognition (TSR)

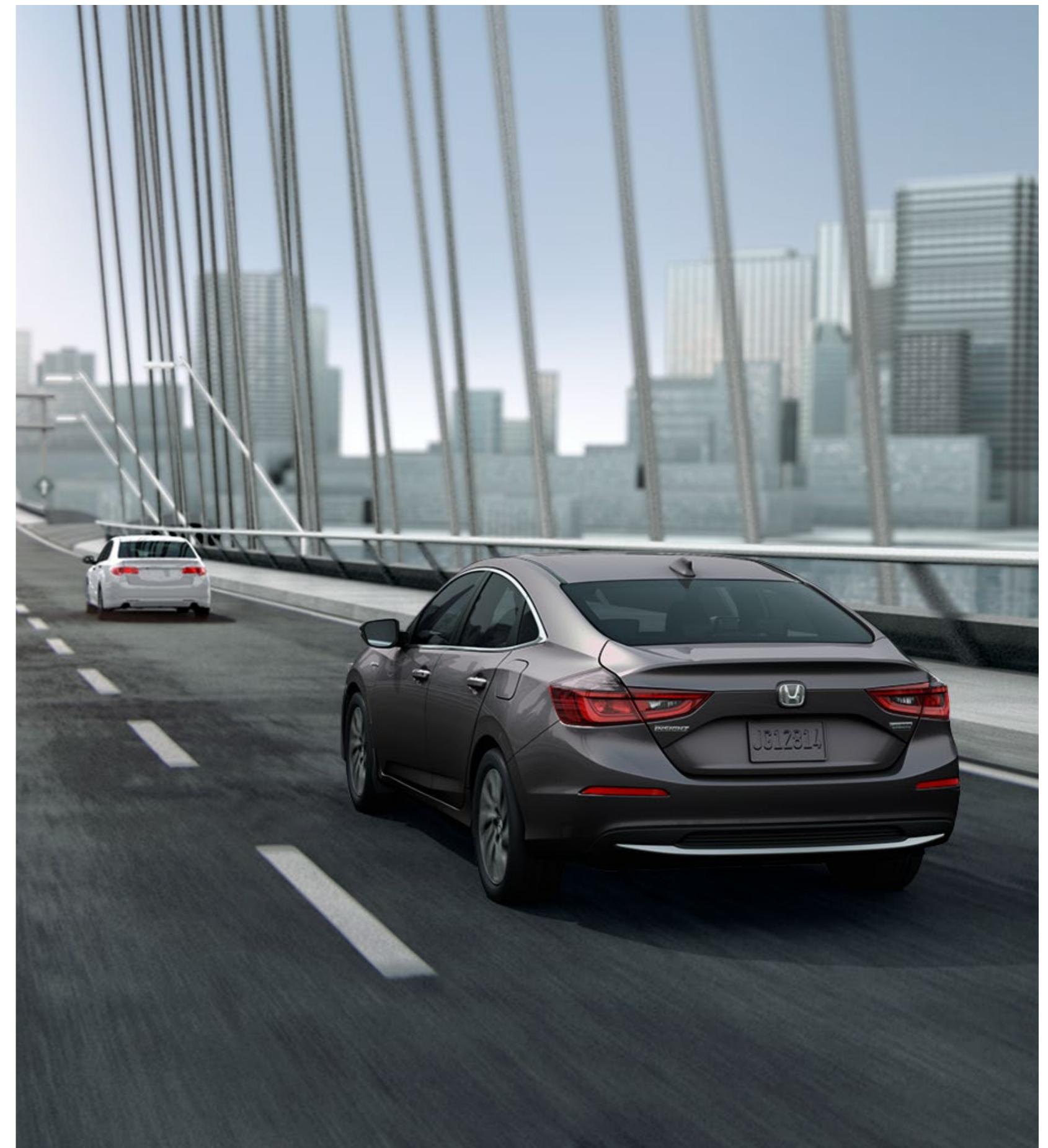
TSR uses a monocular camera to monitor speed limit signs, keeping you informed of the detected speed limit with a visual icon on the Driver Information Interface.



Road Departure Mitigation (RDM) system

The RDM system¹ is designed to help steer and even apply the brakes if it detects that your vehicle may leave the road.

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Solid on safety.

At Honda, we strive to provide a high level of standard safety features to help ensure the safety of occupants, other drivers and even pedestrians. This added peace of mind helps our drivers maintain the confidence to enjoy every road to the fullest.

PASSIVE SAFETY

Advanced Compatibility Engineering™ (ACE™) body structure

The highly innovative, next-generation Advanced Compatibility Engineering™ (ACE™) body structure is engineered to help disperse frontal impact energy to enhance occupant protection, while more effectively controlling it in severe collisions to help prevent intrusion into the passenger cabin.

Child safety

The Insight features childproof rear door locks, as well as rear seat Lower Anchors and Tethers for Children (LATCH), which give you a simple and convenient method to install compatible child safety seats without using the vehicle's seat belt system.

Pedestrian safety

Innovative pedestrian safety features include an energy-absorbing hood and front fenders and deformable wiper pivots.

Seat belt safety

The Insight helps prepare you for the unexpected with 3-point height-adjustable front seat belts with an automatic tensioning system, and 3-point rear seat belts.

Six standard airbags

The cabin of the Insight contains six standard airbags. It features an i-SRS front airbag system, as well side curtain airbags designed to deploy if a rollover is detected. Plus, it has SmartVent™ side airbags, which are designed to deploy in a manner that mitigates the risk of injury to out-of-position or smaller occupants.

HondaLink™ Assist Automatic Emergency Response System

The HondaLink Assist Automatic Emergency Response System^{1,2,3} helps you get the help you need when you need it most. If the airbags deploy, your Display Audio System¹ is designed to automatically attempt to put you on a call with an operator who will forward your location to first responders if needed. It works with any compatible Bluetooth®-paired phone as long as it has reception, does not require a subscription and gives you added peace of mind while you're on the road.



ACTIVE SAFETY

Controlled Braking

To assist with safe stopping, the 4-wheel Anti-lock Braking System¹ (ABS) is designed to help you maintain control under hard braking conditions, while Electronic Brake-force Distribution (EBD) helps to optimize braking power based on weight distribution inside the vehicle. In addition, Brake Assist is engineered to help improve braking performance by applying brake pressure when a panic stop is detected.

Vehicle Stability Assist (VSA®) with Traction Control

Vehicle Stability Assist¹ is designed to sense and help correct oversteer and understeer scenarios to enhance handling and cornering stability, while Traction Control is designed to minimize wheel spin when accelerating on loose or slippery surfaces, helping to inspire greater driver confidence.

Hill Start Assist¹

If you take your foot off the brake when stopped on an incline, this feature is engineered to temporarily maintain brake pressure to help prevent your Insight from starting to roll backwards.

Auto high beam

The auto high beam feature automatically changes the low beam headlights to high beam headlights in certain circumstances to help improve your vision.

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³ Operation requires wireless mobile phone to be paired with the vehicle. Operation is dependent upon cellular data and/or voice connection availability and GPS satellite signal reception.

Insight Colours

EXTERIOR COLOURS



Cosmic Blue



Crimson Red Pearl

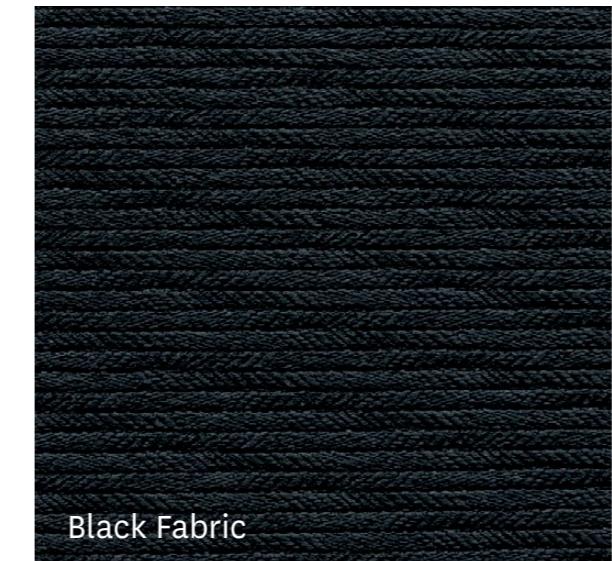


Modern Steel Metallic



Platinum White Pearl

INTERIOR COLOURS



Black Fabric



Black Leather

COLOUR	HYBRID	HYBRID TOURING
Cosmic Blue		Black Leather
Crimson Red Pearl		Black Leather
Modern Steel Metallic	Black Fabric	Black Leather
Platinum White Pearl	Black Fabric	Black Leather

Insight Trims

HYBRID

KEY FEATURES

- 1.5-litre, 16-valve, Atkinson cycle DOHC, i-VTEC® 4-cylinder engine
- 151 hp combined total horsepower¹
- 17" aluminum-alloy wheels
- 180-watt AM/FM audio system with MP3/Windows Media® Audio playback capability and 8 speakers
- 60/40 split fold-down rear seatback
- 7" colour TFT meter display with Driver Information Interface
- Apple CarPlay™^{2,3} / Android Auto™^{2,3}
- Auto high beam
- Display Audio System² with HondaLink™^{2,3}
- Driver's seat with 8-way power adjustment
- Dual-zone automatic climate control with air-filtration system
- ECON mode button
- Electric-Continuously Variable Transmission (E-CVT)
- EV and Sport Drive button
- Front passenger's seat with 4-way manual adjustment
- Heated front seats
- Honda LaneWatch™ blind spot display²
- i-SRS airbag system (front)
- Leather-wrapped steering wheel
- LED daytime running lights (DRL)
- LED headlights with auto-on/off (low beam)
- LED fog lights
- LED taillights
- Multi-angle rearview camera² with dynamic guidelines
- Proximity key entry and pushbutton start
- Remote engine starter
- Steering wheel-mounted deceleration paddle selectors

HYBRID TOURING

ADDS TO OR REPLACES HYBRID FEATURES:

- 452-watt AM/FM Premium audio system with MP3/Windows Media® Audio playback capability and 10 speakers including subwoofer
- AT&T Wi-Fi hotspot^{3,4}
- Auto-dimming rearview mirror
- Display Audio System² with Honda Satellite-Linked Navigation System™^{2,5} and bilingual Voice Recognition
- Front passenger's seat with 4-way power adjustment
- HD Radio™⁶ ready
- Heated rear seats (outboard positions only)
- HomeLink® remote system⁷
- HondaLink™^{2,3,8} Subscription Services
- One-touch power moonroof with tilt feature
- Perforated leather-trimmed seating surfaces
- Rain-sensing windshield wipers
- SiriusXM™⁹

HONDA SENSING™ TECHNOLOGIES

STANDARD ON ALL TRIMS

- Forward Collision Warning (FCW) system²
- Collision Mitigation Braking System™² (CMBS®)
- Lane Departure Warning (LDW) system²
- Lane Keeping Assist System (LKAS)²
- Road Departure Mitigation (RDM) system²
- Adaptive Cruise Control (ACC)² with Low-Speed Follow
- Traffic sign recognition



1. Horsepower and torque calculations reflect SAE net. Rev. 08/04, SAE J1349 procedures.

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4. New vehicles are equipped with a complimentary time or data trial period, whichever comes first. After the trial period, contact AT&T or visit att.com/honda to purchase available data plans. 4G LTE connection speeds may vary by region.

5. Map database covers major metropolitan areas in Canada and the 48 contiguous U.S. states.

6. Coverage varies by market.

7. HomeLink® can be programmed with codes of up to three remote-control devices (e.g., garage-door opener, home security system, etc.).

8. Subscription to HondaLink™ services is required. HondaLink™-equipped vehicles come with complimentary time-limited trial subscriptions; fees, taxes and other charges will apply in order to continue subscription services upon trial expiry. The availability of certain GPS satellite and/or cellular networks is required for HondaLink™ to operate properly. Service interruptions may occur and/or vehicle system upgrades may be required if cellular network availability is compromised. Some restrictions may apply. For additional HondaLink™ information, please visit www.honda.ca/hondalink and www.honda.ca/privacy.

9. Only available in certain areas. Includes a no-charge trial of three months.

We're Here. At Honda, assistance and support are always available. The team of trained technicians at your Honda dealership will help keep your vehicle in terrific shape. If you need more information or assistance relating to your warranty, call us at 1-888-9-HONDA-9. For all of the latest Honda information, including product specifications, pricing, photos and more, visit honda.ca. It has everything you need to "design" your Honda and personalize it with items from a list of quality accessories.

We're Ready to Help. When you purchase a new Honda, you automatically receive Honda Plus Roadside Assistance. This service is available to you, or any authorized driver, 24 hours a day, 7 days a week, anywhere in Canada or the United States (including the lower 48 states, the District of Columbia, Alaska, Hawaii, and Puerto Rico). Coverage is for 3 years over an unlimited distance and includes a 24-hour toll-free Honda Plus Roadside Assistance number, mechanical breakdown towing, emergency roadside service and many other helpful features. Ask your dealer for more information.

Honda Plus Extended Warranty. Experience added protection with Honda Plus coverage that is behind you for the road ahead. With available coverage options of up to 8 years/200,000 km, you can choose the one that best suits your needs. With a plan this wide-ranging, the only thing that's uncertain is where it will take you.

Honda Financial Services. Whether you buy or lease a Honda, Honda Financial Services can assist you with the process. Ask your dealer which lease or purchase plan best suits your needs.

New Honda Vehicle Warranty. The Honda warranty protection makes Power Train components a minor concern with the Honda 5-year/100,000-km No Nonsense Warranty. In addition to the Honda 5-year/100,000-km No Nonsense Warranty, you and your new Honda are protected by a Honda 3-year/60,000-km Distributor's Warranty as well as an additional series of warranties for such items as emission controls, body corrosion and more.

Genuine Honda Accessories give you the opportunity to fine-tune your new Honda just how you like it. Whether you want to turn up the style, the versatility or the exclusivity, every accessory is designed and built to adhere to the strictest Honda standards. See your dealer for full details.

Genuine Honda Replacement Parts are made to the same exacting standards as original Honda components and are guaranteed by the Genuine Honda Parts Warranty. Using Genuine Honda Parts will help to maintain the quality, reliability and performance of your vehicle.

Always use seat belts and appropriate child seats. Children 12 and under are safest when properly restrained in a rear seat. Properly secure all items stored in cargo areas. Always read the vehicle owner's manual for detailed vehicle operation and feature information.

Honda reserves the right to terminate or change any of the services and/or features listed in this brochure at any time, for any reason. Some features require registration. Certain features may transmit to Honda and/or other service providers a vehicle's location, operating conditions or other information that may be tied to the vehicle identification number (VIN) and can be combined to track a vehicle. For Honda's data use and Privacy Policies, see www.honda.ca/privacy. Specifications, features, illustrations and equipment shown in this brochure are based upon the latest available information at the time of publication. Although descriptions are believed to be correct, accuracy cannot be guaranteed. Honda reserves the right to make changes at any time, without notice or obligation, in colours, specifications, accessories, materials, models and trim availability. Some vehicles may be shown with optional equipment. Some vehicles shown may be U.S. models. Canadian specifications may vary. For Android Auto™ data use and privacy policy, see Terms and Privacy Policy for Android Auto™ app or contact Google Inc. at www.google.com. Android Auto is a trademark of Google Inc. For Apple CarPlay™ data use and privacy policy, see Terms and Privacy Policy for Apple CarPlay™ or contact Apple Inc. at www.apple.com. Apple CarPlay, Siri and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. Bluetooth is a registered trademark of SIG Inc. Blu-ray is a trademark of Blu-ray Disc Association. HomeLink and HandsFreeLink are registered trademarks or trademarks of Johnson Controls Technology. HD Radio™ is a proprietary trademark of iBiquity Digital Corp. HDMI is a registered trademark of HDMI Licensing LLC. Windows Media is a registered trademark of Microsoft Corporation. LEED® is a registered trademark of the U.S. Green Building Council, licensed to the Canada Green Building Council for use in Canada. © 2019 Sirius XM Canada Inc. "SiriusXM", the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio Inc. and are used under licence. Honda and all other marks used herein are trademarks or registered trademarks of Honda Motor Co., Ltd. Honda Canada Inc., 180 Honda Boulevard, Markham, ON, Canada L6C 0H9. 1-888-9-HONDA-9. www.honda.ca.





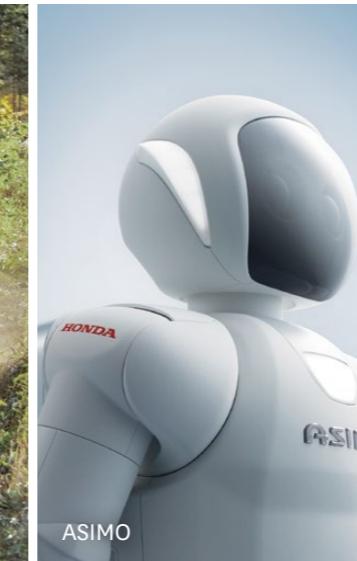
HondaJet



Motorcycles



Side By Side



ASIMO



Honda Campus



Marine



Power Equipment



ATVs



Blue Skies for Our Children

Here's to the dreamers.

The Power of Dreams

At Honda, The Power of Dreams drives us to create intelligent products that enhance mobility and increase the joy in people's lives. It is the mindset that guides us to help move people forward and protect the future we all share.

How do we do it? We never stop dreaming. In the 70s, we were the first automaker in the industry to voluntarily adhere to emissions standards. Now, we're advancing robotics and aviation, harnessing solar power and releasing a car that emits only water.

Through it all, our goal never changes: create a safer, smarter world in which people experience the joy of mobility.

The Honda Canada Foundation

The Honda Canada Foundation enables the realization of dreams by supporting people and organizations across the country that focus on four pillars: Family, Education, Environment and Engineering. Since 2005, more than 5.5 million Canadians have benefited from charitable programs funded by the Honda Canada Foundation.

Blue Skies for Our Children

We believe everything we do must exist in harmony with nature. That's where "Blue Skies for Our Children" was born. It's more than a mantra – it's an environmental pledge to the Earth and our future generations. And we're practicing what we preach.

Leading the LEED® certifications

Our sales offices also strive for environmental efficiencies. Honda's LEED® (Leadership in Energy and Environmental Design) Gold Certified Head Office campus in Markham, Ontario, includes green features such as a storm water management system, heat-reflective materials on the roof and bio swales for natural filtration. The facility uses 89 percent less litres of water per square foot and 38 percent less kilowatt hours of energy annually than the average office facility.

Zero Waste-to-Landfill

We don't waste time. Or anything else for that matter. Our goal is to increase our recycling efforts, reduce overall waste and divert materials from landfill sites. In fact, last year we sent less than one percent of waste to landfills from our office and parts distribution facilities combined.

One Honda. One Tree.

We're pretty obsessed with fresh air. For every lawn and garden or ATV product sold between April 1 and July 31 annually, the Honda Canada Foundation plants one tree. In the last 12 years, we've helped plant more than 160,000 trees in Canada.

Environmental Vehicles & Technology

Blending style, efficiency and a serious amount of thrill, the Accord Hybrid makes environmental responsibility feel almost rebellious. Combining a lithium-ion battery with a 2.0-litre engine, this Hybrid lets you go more and stop less on the way.

The Honda Insight exemplifies hybrid efficiency, powered by a 1.5-litre Atkinson Cycle engine, electric motor and lithium-ion battery. And the future looks brighter with Honda advancing Fuel Cell technology that emits zero emissions.

Honda Clarity Plug-in Hybrid

Whoever said an eco-conscious came with compromise was sorely mistaken. This advanced plug-in hybrid vehicle lets you tap into electric power alongside the gas engine to create extra efficiency.



Clarity Plug-in Hybrid



Accord Hybrid



Insight Hybrid

A cleaner today for
a better tomorrow.

Everything we do – from the way we act, think and innovate – is rooted in creating a better future for the earth and its citizens. Protecting the environment is not some lofty mission statement. It's a promise. It's why we continually evolve our advanced line-up to include efficient hybrid technology and electrified vehicles. This commitment even lives through our communications, like this online-only brochure, as we strive to lower our overall eco-footprint.