

Insight

A hybrid coupé for the 21st century





The future's in your hands. Choice now is the ultimate freedom.

Now you can choose a car that not only protects the environment but still lets you enjoy life to the full.

The Insight is a desirable and practical car for the future, whose heritage is rooted in 25 years of commitment to technological innovation.



Tomorrow began yesterday.

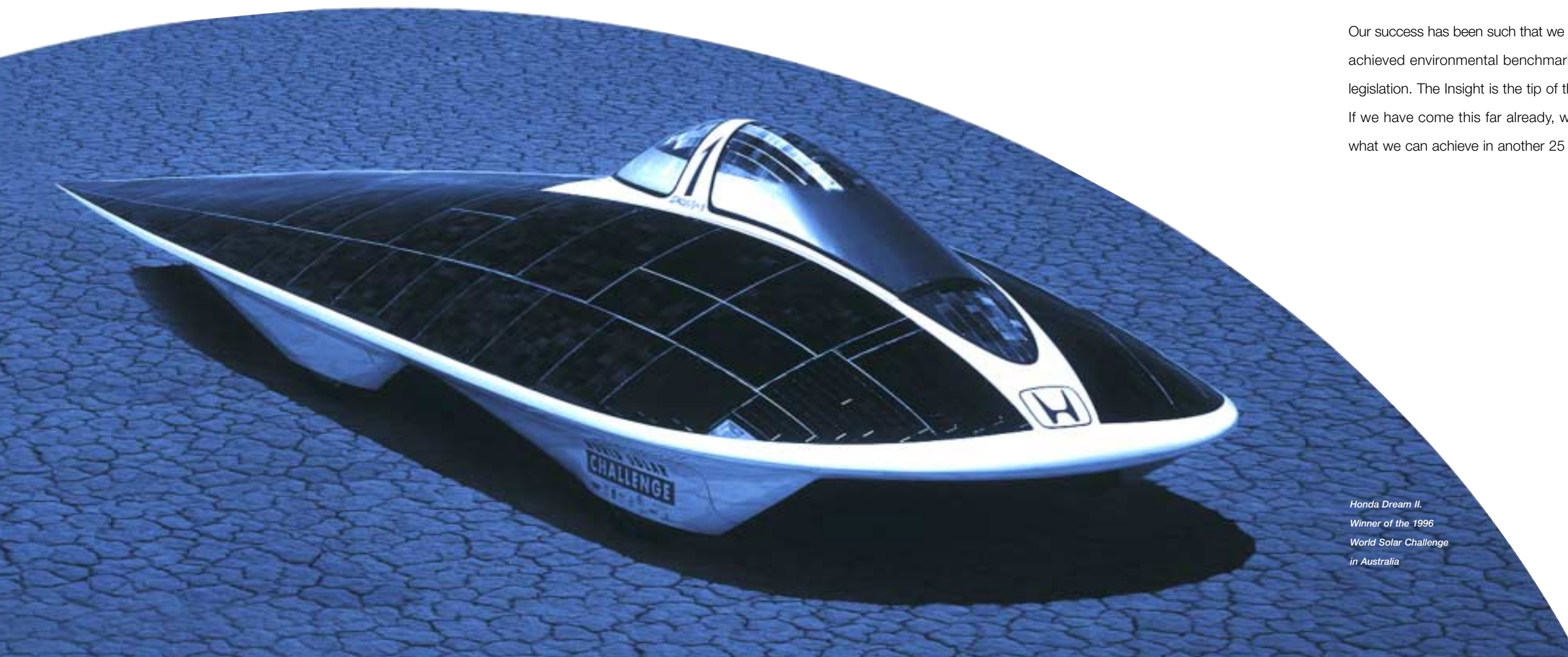
A history of innovation that shows
what can be accomplished through
creative advanced technology.

It takes lateral thinking to shape the future.

For over 25 years Honda has led the motor industry by taking inspired ideas and turning them into engineering reality. Our aim?

To pioneer a new breed of vehicles that help protect our environment by reducing levels of air pollution, fuel consumption and the use of fossil fuels. Our journey has taken us across the world and revolutionised the technology behind car manufacture.

Our success has been such that we have often achieved environmental benchmarks before legislation. The Insight is the tip of the iceberg. If we have come this far already, who knows what we can achieve in another 25 years?



*Honda Dream II.
Winner of the 1996
World Solar Challenge
in Australia*

Insight a whole new journey.



Yes, you can have it all. The exhilaration of driving a sporty and powerful car, knowing that it makes a real contribution to protecting the environment.

The concept behind the Insight was simple.

To create a "hybrid" car, successfully combining the clean nature of electricity with the extended range of the internal combustion engine. Our goal was to achieve fuel efficiency, low emissions and optimum safety, yet maintain driving pleasure and performance.

The first version of the Insight appeared as the J-VX concept car in 1997 and further development led to the VV concept car, first shown in 1999. The result is a car that doesn't compromise. It has all the quality, refinement and performance you would expect from a brand of Honda's stature.

It's sleek, sporty and great fun to drive. As if that weren't enough, it's technologically amazing, achieving the world's lowest fuel consumption for a mass-produced petrol engine car.

The future's arrived and you can experience it!





Forward thinking.

The Insight is proof that manufacturing and the environment can work hand in hand.



We may be a global car manufacturer but we are also human. We are particularly proud of the environmental credentials of the Insight.

It has an ultra low combined fuel consumption of 83.1 mpg, (meaning you can cover an unbelievable 730 miles on one tank of fuel). Emissions are an extremely low 80g/km, less than half the EU2000 limits and the lowest ever achieved by a mass-produced car.

The Insight boasts the world's lightest 1.0 litre 3 cylinder VTEC engine with lean-burn technology and clean exhaust emissions. In addition to the optimum fuel efficiency offered by the hybrid system (a combination of an internal combustion engine and electric motor), there is no need to plug into an external power source to charge the motor.

It also achieves a 35% increase in fuel efficiency through weight reduction and advanced aerodynamics.

We have adopted a "whole life" approach to environmental impact and our aim is to cut pollution and waste during manufacture, use and eventual recycling of our products. The Insight proves that we practise what we preach.

The power to change the world.

Two power sources working in perfect harmony mean the Insight is twice as efficient.

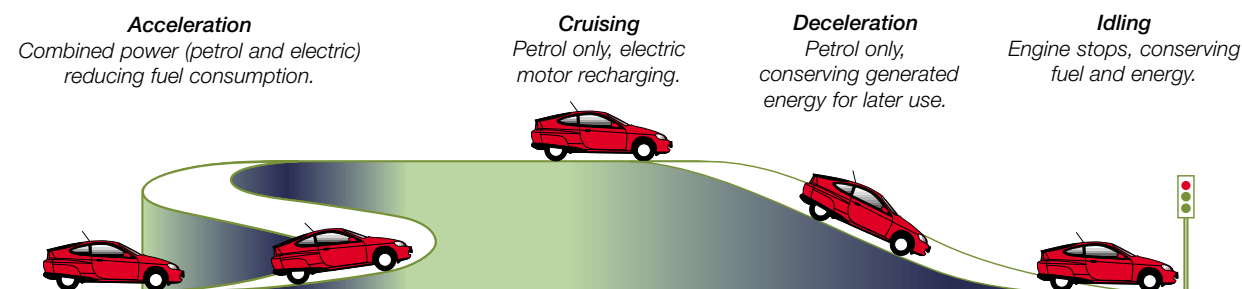
The best ideas are often the simplest.

The Insight's unique engine is no exception. Unlike other hybrid engines where the electric motor is the main source of power, in the Insight the petrol engine does most of the work and is assisted by the electric motor only when additional power is required. This means the electric motor can be much smaller and lighter, greatly improving efficiency. So, what is the Insight's secret? The power sources operate in harmony.

During acceleration, when more power is needed, the petrol engine is aided by the Integrated Motor Assist (IMA) electric motor, giving a performance that comfortably matches a conventional 1.5 litre engine.

When cruising, the petrol engine operates on its own and lean burn keeps fuel consumption to a minimum.

How Insight works



During deceleration and braking, the IMA system comes into its own as the motor acts as a generator to recharge the battery pack.

Finally, to enhance fuel efficiency still further, the Insight has an Auto Idle Stop System. This cuts out the engine as the car is brought to a standstill and automatically restarts the engine when the car is placed into gear again. Quite brilliant.

So far, so technical. What you want to know is how does it feel behind the wheel. Well, that's the best bit, because the Insight is as keen and responsive as any conventional car - if not more so. It has impressive performance figures of 0 to 62mph in 12.5 seconds and a top speed of 112mph. Because it is so light, you almost feel like you're driving on air. In fact, it's so much fun, you could nearly forget that it is the most environmentally responsible car on the road.



The world's lightest 1.0 litre 3 cylinder petrol engine

Ultra thin electric motor and batteries

Intelligent technology

The Insight is so advanced, no fewer than 300 patents were registered during its development. But it is much more than a technological showcase. Each innovation has been designed with the purpose of improving performance and efficiency.

At its heart is the Integrated Motor Assist (IMA) hybrid system, which combines the world's lightest 1.0 litre 3 cylinder petrol engine with an ultra-thin electric motor for outstanding efficiency. This ingenious system draws power from the batteries to boost acceleration (called Motor Assist) as well as acting as a generator during deceleration to recharge the batteries.

To help keep emissions to a minimum, Honda has re-invented the catalytic converter to directly absorb harmful NOx (nitrogen oxides), turning them into harmless nitrogen.

Technologically amazing, the Insight has achieved the world's lowest fuel consumption for a combined petrol and electric engine.

The Auto Idle Stop System is another first for the Insight. It ingeniously cuts out engine power as the car is brought to a standstill and restarts the engine automatically when the car is placed in gear again, for improved fuel economy and lower emissions.

Even the Insight's exterior is revolutionary. Honda has created a new type of aluminium body with high levels of rigidity. It weighs 40% less than its steel equivalent giving you superb fuel economy without sacrificing your safety.

You won't find a more intelligent car.



In the International Engine of the Year Awards for 2000, the Honda Insight scooped three prestigious awards -

International Engine of the Year; Best Fuel Economy and Best Sub 1 Litre - proving that not only are Honda the largest engine manufacturer but they also produce some of the best engines in the world!



In the International Engine of the Year Awards for 2001 and 2002 the Honda Insight won the Best Fuel Economy and Best Sub 1 Litre awards.





35% increase in fuel efficiency through weight reduction measures and advanced aerodynamics



Extensive research and development has led to a new body structure that offers world leading rigidity, advanced safety performance and recyclability, in a lightweight, compact package.

Efficiency, technology and ecology

Honda pioneered the use of aluminium body construction in the world's first mass-produced all aluminium alloy bodied car, the NSX. This expertise proved invaluable during the Insight's development.

Reducing the weight of the Insight was a key factor in giving it good acceleration and fuel economy. Our engineers specified that the Insight body be made primarily from aluminium using ground breaking design and construction techniques. As a result the weight reduction

has been 47%, yet torsional rigidity is up by 38% and bending rigidity is up 13%.

Yet weight reduction has not been achieved at the cost of safety. At the heart of the Insight's design is a newly developed Honda technology called G-Force Control Technology, which optimises each part of the body and frame to best absorb a specific type of impact. The new body can successfully absorb a 50% greater load than a comparable steel construction and so the Insight easily exceeds our high safety standards.

Honda has also worked to provide the Insight with the best aerodynamic characteristics. Design features include a streamlined nose, a low height and tapered roof, rear wheel skirt and flat underside to reduce the area of air separation. The result is one of the lowest drag coefficients of any mass produced car in the world.

It's not hard to see why the Insight is light years ahead.



Safety without the weight - the aluminium chassis is 40% lighter than a comparable steel body.

The Insight may be a technological showcase but it is also a sleek, sporty coupé for the 21st century. One of the first things you will notice is just how comfortable and relaxing it is inside. Every inch of the interior has been designed to make driving a pleasure. The sporty lightweight high-back bucket seats give you maximum support and help minimise fatigue during long journeys. Outward visibility is excellent thanks to the large windscreen and transparent rear hatch panel. Even the controls have been placed to enhance driver concentration and ease of movement.

An interactive instrument panel features instant and averaged fuel efficiency, with battery and motor indicators so you can check on its performance at a glance. Naturally, there are all the features you would expect in a car this sophisticated including ABS, electric power steering, dual airbags, AM/FM stereo cassette,

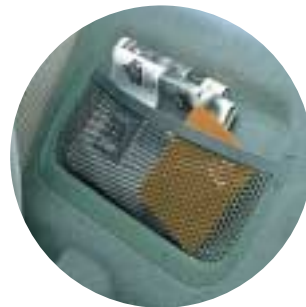
power windows and mirrors, power door locks with keyless entry, climate controlled air conditioning and an anti-theft immobiliser.

You will also find the interior surprisingly spacious, with ample leg-room and storage behind the seats. We've even hidden a secret storage compartment in the floor of the cargo area.

If it's attention to detail you want, look no further than the Insight.

Inside Insight. Discover the Insight's "personal-fit capsule", a comfortable relaxing personal space with a modern, high-tech and sporty feel.

Storage compartments



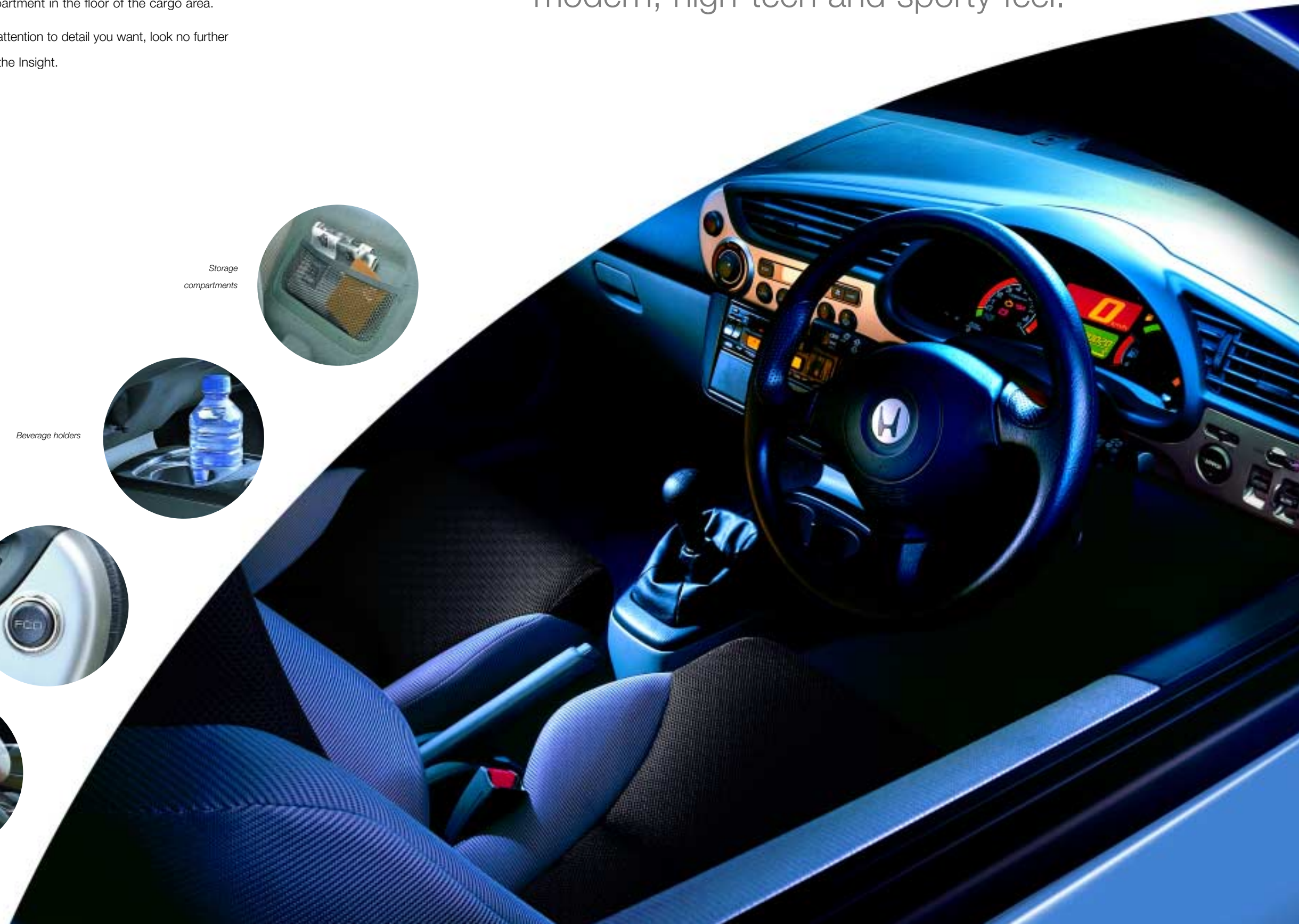
Beverage holders



Fuel consumption display



Dual front air-bags are standard



Caring for the environment

Let's be clear. We're all aware of climate change, pollution and fossil fuel depletion. But we all need transport. The key is how a global corporation like Honda can satisfy this demand in a sustainable way.

Green policies aren't something we've bolted onto our activities – for over 10 years we've been committed to being industry leaders in environmental excellence and we apply our principles daily. These are to implement environmental management systems, minimise space, energy, emissions and waste. We also set goals, like our aim to achieve zero waste to landfill by 2010.

Honda of the UK Manufacturing (HUM) in Swindon is a prime example of our progress. They have now achieved certification to two Environmental Management Standards: ISO4001 and EMAS 2 registration. They've reduced their waste by 50% over the past three years and are well on the way to achieving the zero waste target.

Years of research into new technologies means our products are equally environmentally advanced. All Honda vehicles have aluminium engines to reduce weight, increase efficiency and cut emissions. The Honda Insight, which

runs on both petrol and battery power, was voted first in the Sports/Coupé category of the Environmental Transportation Association's Car Buyers guide 2002, and is now widely recognised as the most environmentally friendly production car ever developed. In 2003 the new Civic IMA will be launched with similar technology, also making it the most environmentally friendly production car in its category.

We believe the future lies in alternative fuel and after years of development, our FCX fuel-cell vehicle has now been approved by the US Environmental Protection Agency and California Air Resource Board. Meaning sales could begin in North America and Japan as soon as the end of 2002.

As for our motorcycles, we have committed ourselves to reducing emissions by a third and increasing fuel efficiency by 30% and we are also planning to stop building two-strokes in favour of four strokes, even in 50 cc machines. Our outboard motors are already 90% cleaner than required under regulations coming into effect in 2006 and use no two stroke engines.

Good news for today's customers. Even better news for tomorrow's.



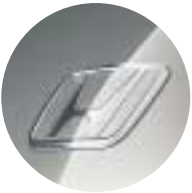
environmental
POWERSHIFT

Insight technology

Engines		
Engine type	Integrated Motor Assist (IMA) 1.0 SOHC VTEC-E and in-line brushless electric motor	
Engine displacement (cc)	995	
Max power with assist (PS @ rpm)	76 @ 5700	
Max torque with assist (Nm @ rpm)	113 @ 1500	
Max power without assist (PS @ rpm)	68 @ 5700	
Max torque without assist (Nm @ rpm)	90 @ 4800	
Transmissions		
5-speed manual	•	
Performance		
Maximum speed (mph)	112	
Acceleration: 0-62mph (secs)	12.5	
† New EC Test Fuel Economy		
	mpg	L/100km
Urban	68.9	4.1
Extra urban	94.2	3.0
Combined	83.1	3.4
CO ₂ emission (g/km)	80	
Fuel type	Unleaded 95 RON	
Weights and Capacities		
Kerb weight (kg)	850	
Fuel tank capacity (litres)	40	
Boot capacity VDA method (litres)	139	
Underfloor storage compartment (litres)	43	
Wheels and Tyres		
Wheel size	14 x 5.5 JJ	
Tyres	165/55 R14 79S	
14" Alloy wheels	•	
Spare tyre	Spacesaver	
Instruments and Controls		
'Headlamp On' reminder buzzer	•	
'Key In' reminder buzzer	•	
Internally adjustable headlamps	•	
Remote fuel filler release	•	
Fuel consumption indicator	•	
Fuel level low warning light	•	
Safety		
Independent strut front suspension with stabiliser	•	
Trailing arms rear suspension with Torsion beam	•	
Dual SRS airbags	•	
Electronic anti-lock brakes (ABS)	•	
High level rear brake light	•	
Side impact protection beams	•	
Ventilated front disc brakes	•	

Security	
ECU engine immobiliser	•
Locking wheel nuts	•
Remote keyless entry	•
Exterior	
Body coloured bumpers	•
Body coloured door handles	•
Body coloured door mirrors	•
Heat absorbing tinted windows	•
Rear wash/wipe	•
Comfort and Convenience	
Climate controlled air conditioning	•
Ashtray	△
Cigar lighter	△
Front power socket	•
Central door locking	•
Driver's vanity mirror	•
Front cupholders	•
Glovebox storage	•
Cargo hook	•
Luggage net	△
Boot light	•
Front map lights	•
Pollen filter	•
Power door mirrors	•
Power front windows (driver's auto up/down)	•
Power assisted steering	•
Seating	
Seating capacity	2
In Car Entertainment	
Stereo radio cassette player with RDS	•
Front speakers	•
Rear speakers	△
Micro roof antenna	•
CD-6 disc auto changer	△

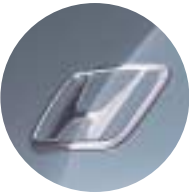
Colours



Silverstone Metallic



Ascari Red



Nuerburgring Blue Metallic



Trim

Options

An extensive range of options have been developed to enhance the personal style of your Insight.



Body cover - Full car sized cover to protect and shield against harsh elements.



Luggage cover - Allows items to be hidden from view as well as reducing movement when travelling.



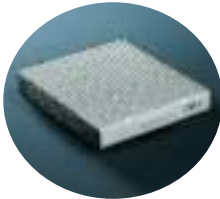
Luggage net - To reduce the movement of luggage and goods whilst travelling. Simple to install and remove.



Boot liner - Designed specifically to provide protection to the luggage area.



Ashtray - Removable 'cup' ashtray with flip lid for safety and easy cleaning.



Pollen filter - Reduces pollen content within the car and is environmentally friendly.

In Car Entertainment

Standard Radio Fitment with 6 Disc CD Changer and Remote Control as optional extras.



CD changer fitment - CD Changer unit mounted in the boot area of the vehicle stores up to 6 CDs.



Rear speaker kit - Used in conjunction with existing audio equipment to enhance sound quality (shown without cover).

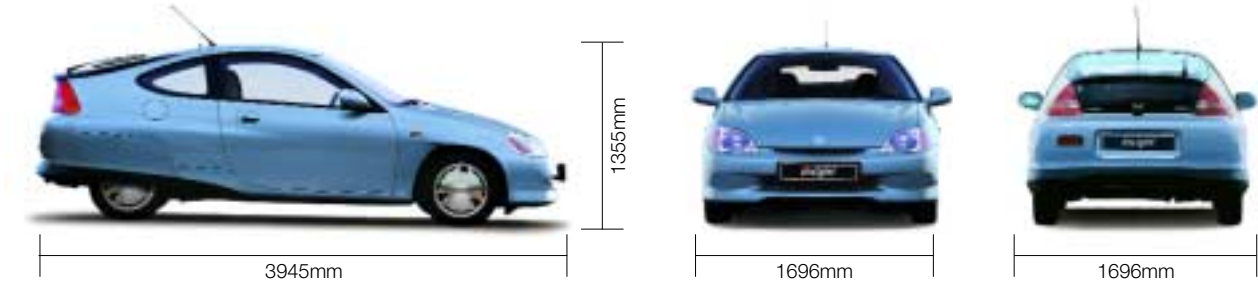


Standard RDS radio cassette



6 disc CD changer

† Fuel consumption These are the results of the new fuel consumption test gradually being phased in by the Department of Transport. This test is designed to give results that are more representative of actual average on-road fuel consumption.



Putting you first

You don't want promises, policies or pieces of paper you want results.

When something goes wrong, you want it fixed. Better yet, you'd rather nothing went wrong in the first place. You need help, advice, reassurance - this is a big thing you're doing here.

These are not unreasonable demands in this day and age. Odd, then, that we seem to be the only people who think buying a car should be easy. Satisfying. Even, dare we say it, fun.

We start from a position of strength by building our cars to exceedingly high standards. But we take nothing for granted. Every new Honda is covered by a three-year, 90,000-mile mechanical warranty. One call to Hondacare on 01992 655 210, and you can make that up to eight years.

Once you've chosen your new Honda, there's the small matter of paying for it. No problem - Honda Finance packages are tailor-made to suit your budget and circumstances. We can even do you a competitive insurance package.

Before it leaves the forecourt, your new Honda undergoes an 80-point pre-delivery inspection, and we don't let it out of our sight until all the paperwork's sorted, and you're happy with how everything works.

Should anything stop working, whether you're on the road, at home or even in Europe, three-years' free Hondacare Assistance membership means you'll never be left stranded. If it's something more serious, the Honda Accident Helpline on 0800 068 0510 will have your vehicle recovered, and put you in touch with the nearest Honda Approved Bodyshop.

What about used cars? All our Approved Used Cars, regardless of make, go through a rigorous selection process, then we subject them to the same pre-sale routine as our new cars. As well as a minimum 12 months' Hondacare guarantee cover, you have the added peace of mind of our 30 day exchange plan. You don't like it, you can bring it back, even if there's nothing wrong with it. No questions asked. For more information, please call the Honda Contact Centre on 0845 200 8000, or visit www.honda.co.uk



**Best Fuel Consumption - Best Sub 1 Litre**

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