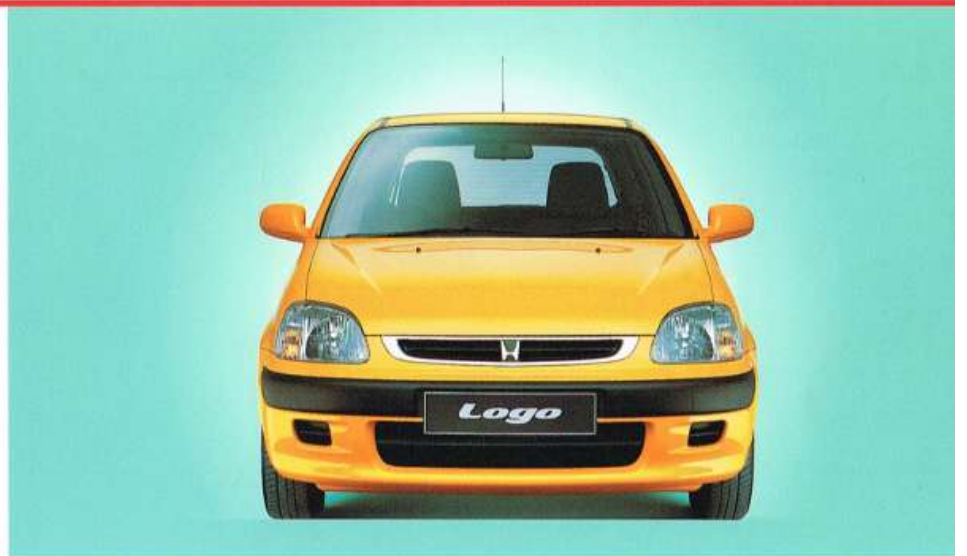




Logo



F i r s t   m a n ,   t h e n   m a c h i n e







Smaller is smarter.

As cities become more congested, simple common sense tells us cars must become smaller.

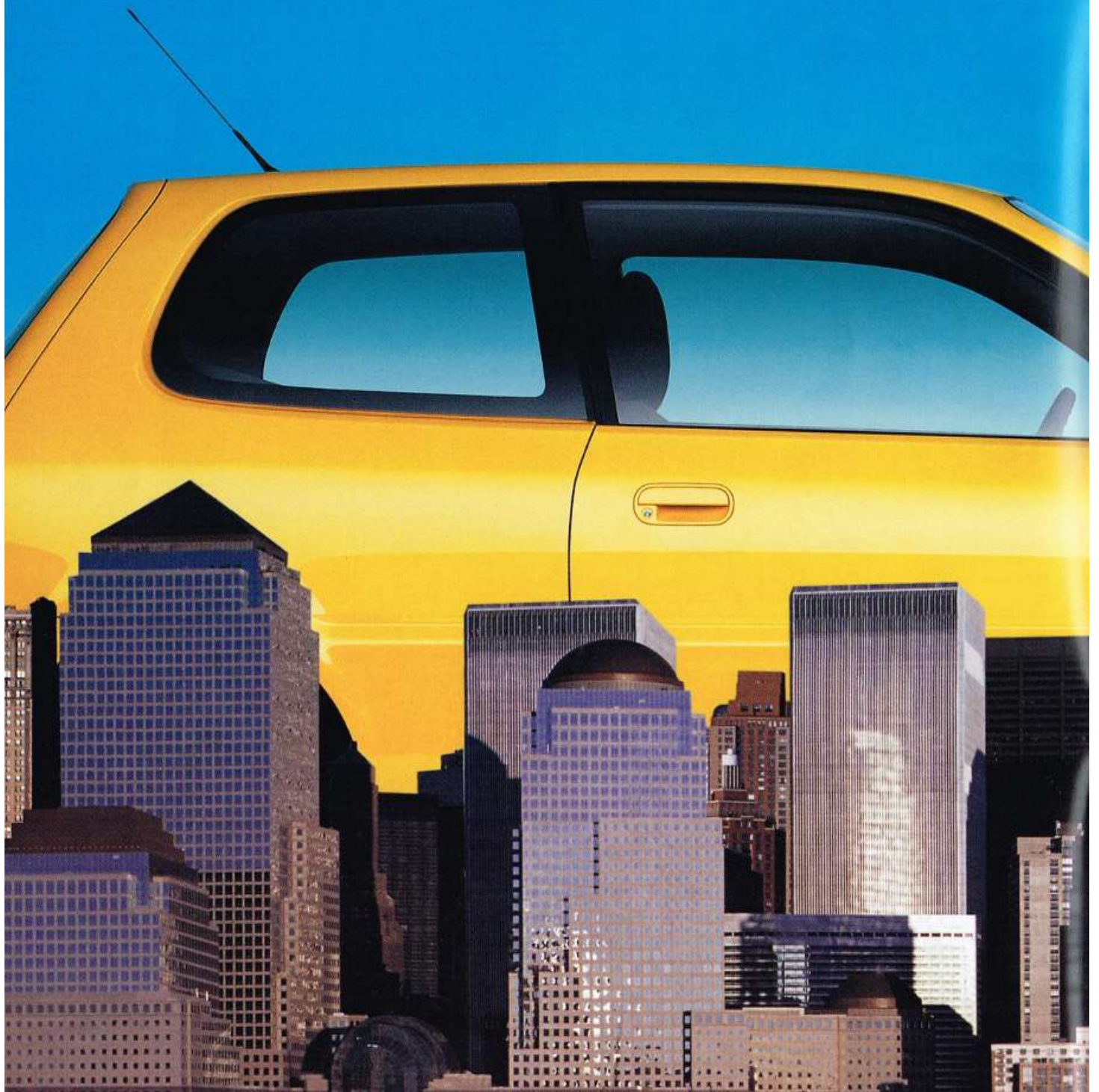
So, as one of our guiding principles has always been to make mobility as accessible as possible to as many people as possible, we've made a smaller car. As you would expect from Honda, it's big on style, practicality and safety. But with Logo, all this now comes in a neat, compact package. Its size makes it easier to handle and more economical to run, and, just as importantly, Logo is great fun to drive.

F i r s t   m a n ,   t h e n   m a c h i n e



## Made for the city.

Why should a small car be short on space? We couldn't think of a single reason why. So when we set out to design a compact car for the city, instead of thinking smaller, we thought bigger. The result is a car with a short body, but a tall and long cabin. Small on the outside, big on the inside, the Logo gives you more space for you, your passengers and, of course, those essentials like your sports bag or golf clubs.

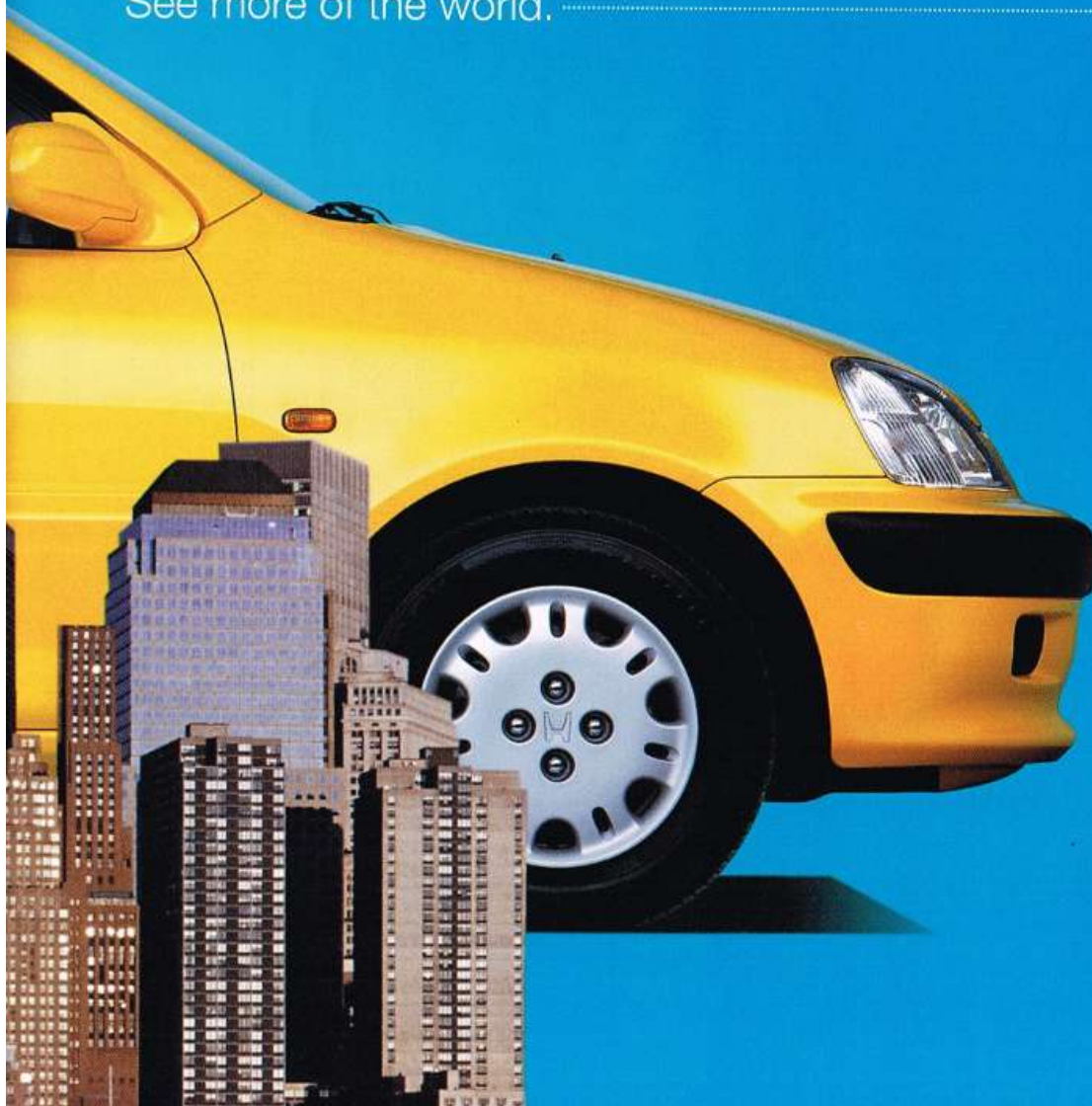




No town car is complete without an amount of urban chic. We have styled the Logo for looks and practicality. From its distinctive, sporty profile to its instrument panel, Logo combines visual flair with intelligent, functional design.

Skyscrapers and the Logo have one thing in common. To make more room out of less space, they go up, not out. You'll find the Logo has been designed with a driving position over 50mm higher than some other small cars. So as well as space, the Logo also gives you excellent visibility, making you feel safer. After all, the taller you are, the more you can see. A raised driving position will also make you that much more confident in city traffic.

See more of the world.

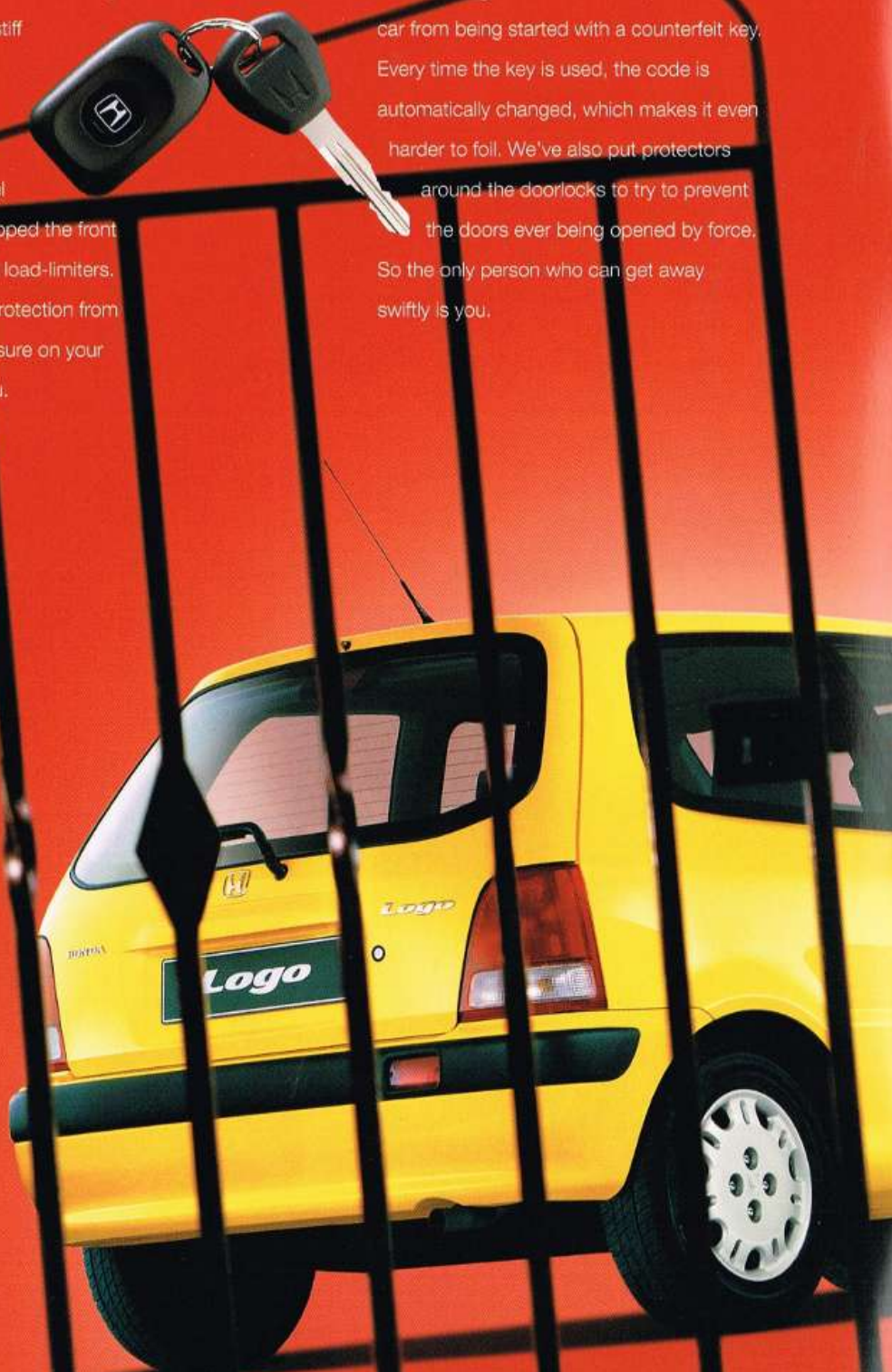


▲ The Logo's high, confident driving position is over 50mm higher than some small city cars. ▼



At Honda, we know it's no good feeling comfortable if you don't feel safe. Which is why we've designed the Logo with a stiff bodyshell. We've built extra strengtheners into the bodywork and moulded the body-coloured bumpers around high-tensile steel beams. On the inside we've equipped the front seatbelts with pre-tensioners and load-limiters. These make sure you get good protection from the seatbelts, by limiting the pressure on your body when they're restraining you.

We've made the Logo tough for car thieves as well. A rolling-code immobiliser prevents the car from being started with a counterfeit key. Every time the key is used, the code is automatically changed, which makes it even harder to foil. We've also put protectors around the doorlocks to try to prevent the doors ever being opened by force. So the only person who can get away swiftly is you.







*To make life that much easier and that much more secure, both the fuel cap and lockable boot remote release buttons are located inside the cabin.*



*Ventilated front disc brakes help prevent 'brake-fade', or overheating.*



*Logo gives you as standard an Anti-lock Braking System with Electronic Brake-force Distribution.*



Safety zone,

F i r s t   m a n ,   t h e n   m a c h i n e



The Logo's 1.3 litre engine comes into its own on usually fuel-thirsty, short city hops. Its lightweight design and low internal friction mean it performs better and sips less fuel. So you can enjoy driving more, and worry about petrol less.



Logo is available with either a 5-speed manual gearbox, or Honda's CVT automatic transmission.



CVT (Continuously Variable Transmission) is much simpler than a conventional automatic, and much smoother. Instead of changing gears in a series of steps, CVT delivers a smooth, seamless performance all the way from walking pace to maximum speed.



CVT makes the most of the 1.3 litre engine's power by allowing it to operate at peak efficiency for longer, giving you the benefits of both performance and fuel economy. And because it's so easy to use, it takes out the 'stop and start' jerks of driving in town.



At Honda, years of designing world-beating Formula 1 engines have taught our engineers how to build for optimum efficiency. You'll find the Logo's engine is no exception.



Efficient engine, advanced performance.

F i r s t   m a n ,   t h e n   m a c h i n e



If you love the city but  
hate driving in town,  
a Logo makes all  
the difference.



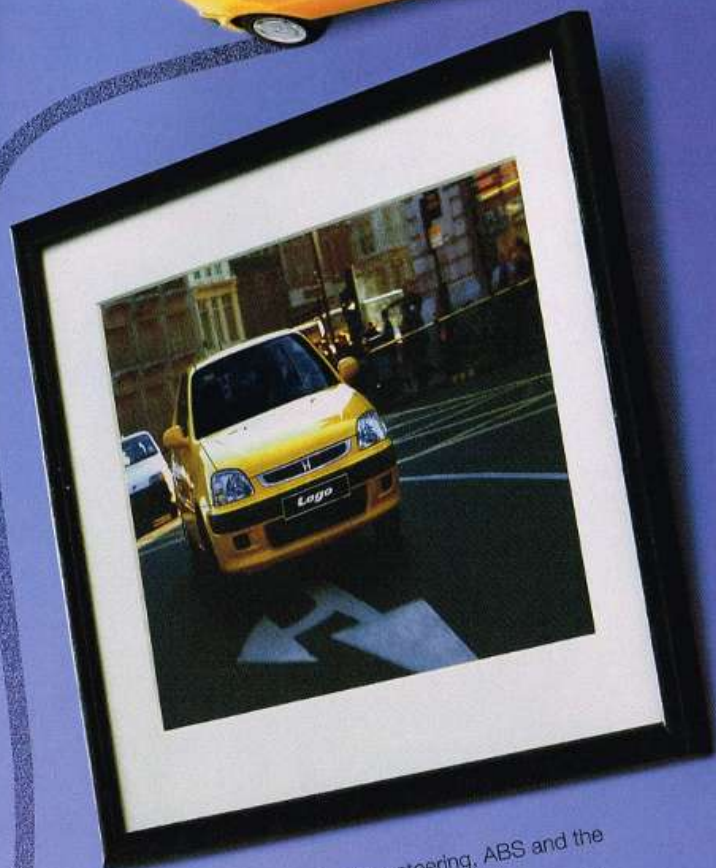
Thanks to power steering and a tight  
turning circle, you can weave your way  
through town, nip down narrow streets,  
and park in spaces some other drivers  
have to pass by.



We've also given you ABS brakes  
with EBD (Electronic Brake force  
Distribution) so your Logo can stop  
smoothly and quickly with no fuss,  
even with a full load.

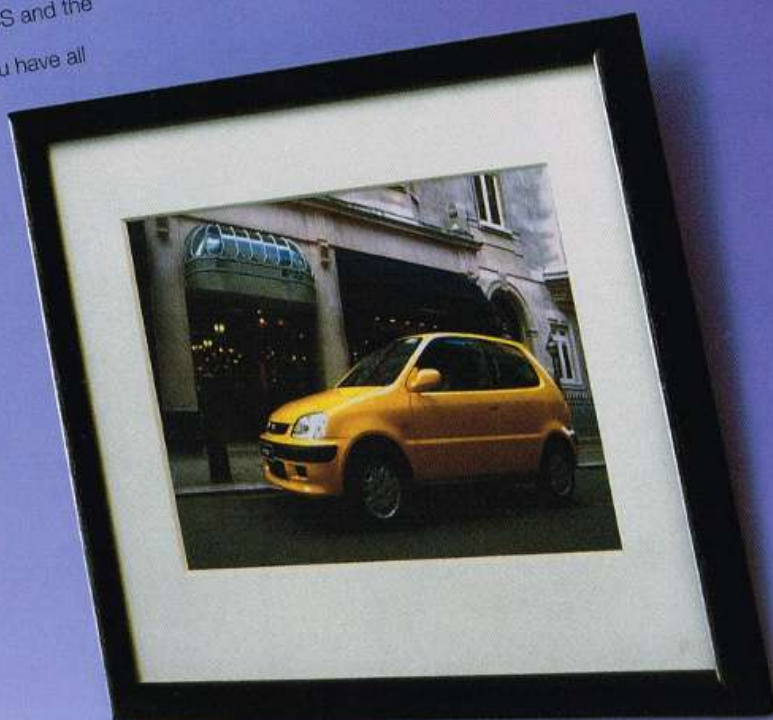






Turns gaps into spaces.

With its combination of power steering, ABS and the healthy performance of the 1.3 engine, you have all the advantages you need to make the city streets your own.





## Logo technology.

<b>Engine</b>				
Type	SOHC 8V			
Displacement (cc)	1343			
Max. power (PS @ rpm)	65 @ 5000			
Max. Torque (Nm @ rpm)	106 @ 2500			
Transmission				
5-speed manual	•			
Continuously Variable	•			
<b>Performance (man/CVT)</b>				
Max. speed (mph)	94		90	
Acceleration 0-62mph (sec)	14.5		16	
<b>† New EC Test Fuel Economy (man/CVT)</b>	<b>mpg</b>	<b>L/100km</b>	<b>mpg</b>	<b>L/100km</b>
Urban	35.8	7.9	32.5	8.7
Extra urban	51.4	5.5	46.3	6.1
Combined	44.1	6.4	39.8	7.1
CO <sub>2</sub> emission (g/km)	150		166	
<b>Weights and Towing Data (kg)</b>				
Kerb weight (kg)	960		990	
*Max. towing weight (with brakes)	800		450	
*Max. towing weight (without brakes)			450	
Max. roof load (kg)			50	
Max. trailer nose weight (kg)			50	
Fuel tank capacity (litres)			40	
<b>Boot capacity VDA method (litres)</b>				
Boot capacity rear seat up			230	
Boot capacity rear seat down			450	
<b>Wheels and Tyres</b>				
Wheel size	13 x 5J			
Tyres	175/70 R13			
Alloy wheels	▲			
<b>Instruments and controls</b>				
Internally adjustable headlight	•			
Remote fuel filler release	•			
<b>Safety</b>				
Dual SRS airbags	•			
Electronic (ABS) anti-lock brakes (EBD)	•			
Front seat belt pre-tensioners	•			
High level rear brake light	•			
<b>Security</b>				
Alarm system	▲			
ECU engine immobiliser	•			
Locking wheel nuts	▲			
Remote keyless entry	•			
Visible VIN	•			

**Key:** • Standard Equipment ▲ Optional Equipment

**† 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.

\* **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 1500 meters, 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.



<b>Exterior</b>		
Body coloured bumpers		•
Body coloured door handles		•
Body coloured door mirrors		•
Body styling kit		▲
Front fog lights		▲
Heat absorbing tinted windows		•
Rear spoiler		▲
Rear wash / wipe		•
<b>Comfort and Convenience</b>		
Air conditioning		•
Carbon effect gear shift knob		▲
Central door locking		•
Pollen filter		•
Power heated door mirrors		•
Power windows		•
Power - assisted steering		•
<b>Seating</b>		
50:50 folding rear seats		•
Driver's seat height adjustment		•
Rear head restraints		▲
<b>In Car Entertainment</b>		
Stereo radio cassette player with RDS		•
Stereo radio CD player with RDS		▲
Front speakers		•
CD-6 disc auto changer		▲
Remote audio controls		▲



F i r s t   m a n ,   t h e n   m a c h i n e



Paint your own Logo.

There is a palette of eight body colours to choose from when selecting your own Logo.



Taffeta White



Racing Yellow



Leaf Green Metallic







A tall, upright cabin creates a light, spacious interior.



All are offset with quartz grey interior upholstery.



Supersonic Blue Pearl



Milano Red



Clover Green Pearl



Starlight Black Pearl



Vogue Silver Metallic



## Accessories.



Introducing the new Logo accessory options. Honda are offering an exciting range to enhance your vehicle, with a variety of optional accessories to meet all your requirements and more! Whether it be the simple 'Logo' decal or the full sports body kit, each touch adds to the high quality finish of your Honda Logo.



**Base Carrier/Bicycle Attachment**  
Aerodynamic design to allow upright transportation of a bicycle in conjunction with bicycle attachment



**Aluminium Silvertrim Kit**  
Enhances the aesthetics of your Logo, while providing a stylish extension to the interior - available in aluminium silver only



**Base Carrier/Ski Attachment**  
Aerodynamic design to allow upright transportation of skis in conjunction with ski attachment



**Rear Headrests**  
Available to complete the 'big car' luxury feel to your interior



**Front Armrest**  
When fully open rests on rear seat to provide a useful drink holder



**Front Armrest**  
A comfortable armrest that also keeps your cassettes in order with a flip cup holder lid



**Toddler Seats**  
From baby to child, toddler seats are available manufactured on our behalf by Brittax Romer in Europe





6 Disc CD Multichanger  
Available to fit with the standard radio cassette unit



Standard Level Radio Cassette  
RDS unit with built in clock (not part of the UK ICE programme)



Gear Shift Knob  
Available for manual only vehicles in 3 different effects - aluminium silver, wood and carbon fibre



Steering Wheel Mounted Remote Audio Control  
To fit standard cassette unit

14" Twin Spoke Sport Alloy



13" 5 Spoke Alloy



Alloy Wheels  
More than any other accessory, Alloy Wheels will personalise your Honda Logo. A choice of design and style are available to suit every taste. Some Alloy Wheels may require tyre upgrades.



Rear spoiler and fog lights  
available separately



F i r s t   m a n ,   t h e n   m a c h i n e



# Looking after you is second nature to Honda

It begins with building a quality car. It helps with the purchase of your Honda. It continues with customer satisfaction and, of course, it looks after you in every aspect, every day, all year round.



## Award Winning Customer Satisfaction

At Honda, our dedication to customer satisfaction has long since been recognised and rewarded. We have consistently been a high achiever every year of the BBC Top Gear / JD Power and Associates UK Study. The survey covers all key areas of customer satisfaction and is recognised as the UK's most comprehensive and accurate guide to quality, reliability and dealer performance.

It is of particular importance as it is the opinion of you, as a customer, that determines the final placings. Honda's excellent overall performance in the JD Power Survey is further evidence of our outstanding commitment to customer service.



## Honda Finance

There are many ways in which Honda Finance can help you drive away a new Honda. We have a range of finance facilities that can be tailored to your exact requirements on both new and used cars. We can meet your needs with a choice of deposits, periods, guaranteed future values, repayments and the option to protect your payments with Honda Finance Payment Protector.

Written quotations available from your local dealer. All applications for credit subject to status. Indemnities may be required.



## Delivery

One of the many advantages of becoming a Honda owner is that we make sure you are completely familiar with your new car and the range of services provided by your Honda dealer, before you drive away your new car.

Your car will have undergone an extensive 80 point pre-delivery inspection check, and we ensure that all the finance documents (if applicable), insurance certificates and road fund licence are in order for the day you collect your car. We will also introduce you to the key members of staff who will be responsible for maintaining and servicing your car.



## Warranties

Your dealer will also explain the three Honda warranties:

1. A 3-year, 90,000 mile **mechanical warranty** covers your Honda against any defects in materials or workmanship.
2. A 3-year **surface corrosion warranty** guarantees the paintwork of your car against defects in materials or workmanship.
3. A 6-year **rust through corrosion warranty** covers the body panels and structural parts of your car against perforation caused by corrosion from the inside out (excluding the exhaust system and catalytic converter).



## Hondacare Assistance

Every new Honda comes with 3 years free membership of Hondacare Assistance - a motoring assistance programme run in conjunction with the AA.

We chose the AA to operate it because of their unrivalled experience and resources in caring for motorists.

As the cover is vehicle based, any driver who is legally entitled to drive your Honda may take advantage of the cover, whether the vehicle is at home or on the road, or even in Europe.

**The Hondacare Assistance includes:** Roadside Assistance, Home Start, Onward Travel, Overnight Hotel Accommodation, Message Service and European Travel.





## Hondacare Insurance

The Hondacare Insurance scheme has been specially designed so that Honda owners receive beneficial insurance cover - at competitive rates.

To find out more contact your authorised dealer.

## Hondacare Extended Warranty

Your new Honda is covered by a 3-year/90,000 mile manufacturer's warranty, but if you plan to keep your car for longer than 3 years this cover can be extended for up to 3 further years on an Extended Warranty programme.

To find out more contact your authorised dealer or call Hondacare Extended Warranty on 01992 653399.



## Hondacare Service Budget Plan

Your Honda deserves the highest level of aftersales care and attention, expertise that only a Honda dealer can provide. Spreading the cost of servicing and repairs by a fixed monthly pre-payment plan over an agreed period, makes it easier for you to budget your service costs.

Service Budget Plan is available for both new and used cars\*, for private and business users.

Ask your Honda dealer for further details on Hondacare Service Budget Plan.

\*Applies to Honda cars registered on or after 1st January 1994.



## Honda Bodyshop

The Honda Bodyshop Programme, your Guarantee of Quality. Don't forget, only one estimate is required and the choice of repairer is yours.

The Honda Accident Helpline 0800 521728 will assist in the recovery of your vehicle or advise you of the location of your nearest Honda Approved Bodyshop. This service is complimentary.



## Honda Approved Used Cars

We believe that every one of our customers deserves Honda standards of quality, reliability and efficiency, whatever car they drive.

That is why every Honda Approved Used car, whatever the make, undergoes a comprehensive inspection process, approved and independently monitored by the Automobile Association.

Additionally, we check the car's history to independently verify the mileage and ensure there is no outstanding finance, as well as checking the Condition Alert Register, Police National register and the DVLA.

For extra peace of mind we include a 12 months Hondacare Comprehensive Warranty and a 30 day exchange plan in the price.

To find out more contact the Honda Information Centre on 0345 159159 for details of your local Honda Approved Used car dealer.



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