

THE 1990 HONDAS



1990 A FORMIDABLE NEW DECADE OF HONDAS.

In keeping with Honda's engineering philosophy of "human fitting technology," we are proud to introduce our exciting new 1990 line up. These remarkable, quality built Hondas once again reflect our continuing commitment to producing automobiles which are perfect for the times.



ACCORD SEDAN



Enter our fourth generation of Honda Accord; an automobile which achieves the highest level of performance, sophistication and comfort of any Accord ever. The redesigned 1990 Honda Accord 4-door Sedan offers you more of everything that you'd expect in an intelligently engineered luxury Sedan.

Everywhere you look, our engineers have painstakingly applied their craftsmanship.

There is a completely new 2.2 litre, 16-valve, fuel-injected, counter-balanced engine that is not only more powerful, but significantly smoother as well. The Accord's interior has been increased in just about every direction for greater comfort. Especially for tall back seat passengers.

And with nearly 300° of unrestricted visibility, even parking is a pleasure.

Again this year, the Accord will be setting the standard for all cars in its class.

Accord Sedan is available in LX, EX and EX-R models.



ACCORD COUPE

In creating the new 1990 Accord Coupe the engineering and styling experts at Honda definitely went all out. With its new Euro-inspired aerodynamic design and its higher performance 2.2 L engine, the 1990 Accord Coupe flies with all the grace and beauty of a true automotive thoroughbred. The new 1990 Accord Coupe is powered by a fuel-injected, counterbalanced 16-valve engine that delivers more horsepower and smoother torque. To compliment this greater horsepower output, both automatic and manual transmissions are newly designed. The automatic transmission now features two driver-selectable shift modes - normal and sport for optimum flexibility and performance.

Accord Coupe is available in LX and EX-R models.

CIVIC HATCHBACK



Some people see it as the most practical expression of sheer fun. Others see it as the most fun expression of sheer practicality.

The Civic Hatchback's comfort, roominess and driving excitement belies its efficiency and down-right practicality.

The Civic Hatchback's value for dollar is amplified by a long and impressive list of standard features including a strikingly handsome front dash with clearly visible analogue instruments, reclining front bucket seats, fuel filler door and hatch releases, tinted glass, remote control driver side mirror, as well as a host of other standard features.

Now you can pull at both the purse strings and the heart strings in one quick drive.

Civic Hatchbacks are available in Standard, CX, DX and Si models.



CIVIC SEDAN

Our fun version of a luxury sedan. Beneath all the Civic Sedan's luxuriousness beats the bold heart of a Honda.

Honda's fuel-injected 16-valve overhead cam engine kicks in with an extremely energetic response.

Steering is smooth and precise, achieved by Honda's rack and pinion steering with its speed sensitive variable power assist.

And the Civic Sedan surrounds you in comfort along the way. Revel in the abundant space both front and rear. You'll wonder how this Sedan can deliver so much for so little.

Civic Sedan is available in DX and LX models.



CIVIC WAGON

The Civic Wagon offers the proper balance between function and fun.

Whether your cargo is fun stuff or work stuff, fold the rear seatbacks flat, and there's 60.3 cubic feet for you to fill up.

The Civic Wagon has more than enough room to comfortably carry 5 adults. The Wagon's large glass area and spectacular visibility has to be seen to be believed.

And there are plenty of horses pulling this wagon. 92 of them, fuel-injected for power and efficiency. A 5-speed manual is standard on the Civic Wagon. A 4-speed automatic is also available. And double wishbone suspension makes the Civic Wagon a smooth handler for any trip. Business or pleasure.



CRX

A shot in the dark. And a shot with magnum force, at that. The new CRX Si is propelled by a 16-valve overhead cam 108 horsepower engine with aluminum block and head and Honda's unique multi-point programmed fuel-injection. The ballistics are extremely impressive, to say the least. Zero to 100 kph (60 mph) takes just a bit over eight seconds. Stopping power is accomplished by special power-assisted four-wheel disc brakes. Handling is nimblly achieved by double wishbone suspension.

*So, take off in a shot.
CRX is available in CRX and CRX Si models.*

P R E L U D E S

The ultimate statement in stylish sophistication and the last word in sportiness, the new 1990 Prelude is designed to bring a new sense of exhilaration to driving.

From its sleek, exceptionally low hoodline and aerodynamic shape to its sophisticated interior. From its 16-valve fuel-injected engine to its four-wheel independent double wishbone suspension and rack and pinion steering.

The new Prelude delivers just the right blend of sophistication and sportiness you've come to expect from Honda.

1990 Prelude will be available in February 1990.



P R E L U D E S R

Most definitely a turn for the better, the new Prelude SR will be the car that a lot of people will be turning to this year.

The Prelude SR with optional 4-wheel steering exemplifies Honda engineering and innovation at its absolute best. Because the rear wheels can turn in relation to the front wheels, there's more control and stability during high speed lane changes on winding roads and in crowded parking situations. Honda's 4-wheel steering system is based on durable mechanical components to help ensure reliability. And with the new Prelude SR, you'll be turning eyes as well as wheels. The Prelude SR features aluminum alloy wheels, air-conditioning and a Euro-style spoiler on the rear deck.

Prelude SR is available in 2-wheel steering and 4-wheel steering models.

1990 Prelude will be available in February 1990.



KEY FEATURES OF 1990 CIVIC AND CRX MODELS

	CIVIC HATCHBACK	HATCHBACK CX	HATCHBACK DX	HATCHBACK Si	SEDAN DX	SEDAN LX	WAGON	CRX	CRX Si
Engine	1.5 litre	1.5 litre	1.5 litre	1.6 litre	1.5 litre	1.5 litre	1.5 litre	1.5 litre	1.6 litre
Valve train	16-valve	16-valve	16-valve	16-valve	16-valve	16-valve	16-valve	16-valve	16-valve
Rack and pinion steering	X	X	X	X	X	X	X	X	X
Speed sensitive variable power assist steering	N/A	N/A	X (Auto Trans)	X (Auto Trans)	X (Auto Trans)	X	X (Auto Trans)	X	N/A
Power assisted brakes	X	X	X	X	X	X	X	X	X
Manual transmission	4-speed	5-speed	5-speed	5-speed	5-speed	5-speed	5-speed	5-speed	5-speed
Optional 4-speed automatic transmission	N/A	X	X	X	X	X	X	X	N/A
Independent double wishbone suspension	X	X	X	X	X	X	X	X	X
Honda programmed fuel injection	X	X	X	X	X	X	X	X	X
Rear wiper/washer	N/A	N/A	X	X	N/A	N/A	X	X	X
Remote hatch/trunk release	X	X	X	X	X	X	X	X	X
Remote fuel filler door release	X	X	X	X	X	X	X	X	X
Rear window defroster	X	X	X	X	X	X	X	X	N/A
Front mud guards	X	X	X	X	X	X	X	N/A	N/A
Tinted glass	X	X	X	X	X	X	X	X	X
Side window defoggers	X	X	X	X	X	X	X	X	X
Rear seat heater ducts	N/A	N/A	N/A	N/A	X	X	X	N/A	N/A
Resettable trip odometer	X	X	X	X	X	X	X	X	X
Tachometer	N/A	N/A	N/A	X	N/A	X	X	X	X
Steel belted radial tires	X	X	X	X	X	X	X	X	X
Child proof rear door locks	N/A	N/A	N/A	N/A	X	X	X	N/A	N/A
Children's safety seat anchors	X	X	X	X	X	X	X	X	X
Adjustable steering column	N/A	N/A	X	X	X	X	X	X	X
Coin box	X	X	X	X	X	X	X	X	X
Full carpeting	X	X	X	X	X	X	X	X	X

KEY FEATURES OF 1990 ACCORD MODELS

	SEDAN LX	SEDAN EX	SEDAN EX-R	COUPE LX	COUPE EX-R
Engine	2.2 litre	2.2 litre	2.2 litre	2.2 litre	2.2 litre
Valve train	16-valve	16-valve	16-valve	16-valve	16-valve
Speed sensitive variable power assist rack and pinion steering	X	X	X	X	X
Power assisted brakes	X	X	X	X	X
Manual transmission	5-speed	5-speed	5-speed	5-speed	5-speed
Optional 4-speed automatic	X	X	X	X	X
Independent double wishbone suspension	X	X	X	X	X
Honda programmed fuel injection	X	X	X	X	X
Michelin steel belted radial tires	X	X	X	X	X
Tinted glass	X	X	X	X	X
2-speed plus intermittent wipers	X	X	X	X	X
Remote hatch/trunk release	X	X	X	X	X
Remote fuel filler door release	X	X	X	X	X
Tachometer	X	X	X	X	X
Resettable trip odometer	X	X	X	X	X
Air conditioning	Opt.	X	X	Opt.	X
Cruise control	X	X	X	N/A	X
Power windows	N/A	X	X	N/A	X
Power doorlocks	N/A	X	X	N/A	X
Power antenna	X	X	X	X	X
Power mirrors	N/A	X	X	N/A	X
Side window defoggers	X	X	X	X	X
Rear window defroster	X	X	X	N/A	N/A
Child-proof rear door locks	X	X	X	X	X
Children's safety seat anchors	X	X	X	X	X
Front mudguards	X	X	X	X	X
Rear seat heater ducts	X	X	X	X	X
Digital quartz clock	X	X	X	X	X
Adjustable steering column	X	X	X	X	X
Day/night rearview mirror	X	X	X	X	X
Power sunroof	N/A	N/A	X	N/A	X
Reclining front bucket seats	X	X	X	X	X
Coin box	X	X	X	X	X
Full carpeting	X	X	X	X	X

KEY FEATURES OF 1990 PRELUDE MODELS

PRELUDE S	PRELUDE SR	PRELUDE SR 4WS
2.0 litre	2.05 litre	2.05 litre
16-valve	16-valve	16-valve
X	X	X
X	X	X
5-speed	5-speed	5-speed
X	X	X
X	N/P	N/P
X	X	X
X	X	X
X	X	X
X	X	X
Opt.	X	X
X	X	X
N/A	N/A	N/A
N/A	X	X
X	X	X
N/A	X	X
X	X	X
N/A	N/A	N/A
X	X	X
N/A	N/A	N/A
X	X	X
X	X	X
N/A	N/A	N/A
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X

X – Standard N/A – Not available OPT. – Optional N/P – Information not available at time of printing

SOME OTHER BEAUTIFUL HONDA FEATURES:



THE HONDA NO SMALL PRINT WARRANTY

The Honda No Small Print Warranty takes the incredible value of any Honda you invest in. And increases it.

For 5 long years, or 100,000 km, (whichever comes first) the major component warranty covers a veritable catalogue of parts that many other manufacturers simply wouldn't consider. Everything from engine blocks to doorlocks.

There's no deductible for each repair covered by warranty. It's completely transferable with minimal charge. You're covered for surface corrosion for 3 years, perforation for 5 years. The Honda No Small Print Warranty. It lets you stay proud of your Honda for a long, long time.

HONDA GENUINE PARTS AND SERVICE

Don't Open Your Hood to Strangers.

At Honda our theory on the value of genuine parts is quite simple. Just remember why you bought your Honda in the first place – the unsurpassed quality, fit and finish. Our replacement parts are made to the same exacting standards and are guaranteed by our genuine Honda warranty.

Although many replacement parts are designed to perform more or less the same function, there really is no substitute for a genuine Honda part.

What's more, Honda technicians take pride in the fact that they work on Hondas.

And of course, they've had an extensive training

program covering every part of your Honda. But the training doesn't end there. Our technicians continually receive new product updates, so they are best able to keep your Honda humming as sweetly as the day you bought it.

If you want to keep your Honda in perfect shape, get the perfect parts and don't open your hood to strangers. Bring your Honda to your Honda Dealer, because your pride and joy couldn't be in better hands.



HONDALEASE IS TODAY'S ANSWER TO YOUR LEASING NEEDS

As an option to buying, leasing is becoming more and more appealing. For a variety of reasons.

No Down Payment.

If you do not have cash available for a down payment leasing may be an attractive option for you.

Lower Monthly Payments.

Because you pay only for the use of your vehicle, monthly payments are usually much lower.

Leasing Offers Simple, Documented Expenses for Income Tax Purposes.

Leasing your new Honda for business purposes offers you a simple documented form at income tax time. Consult with your Honda dealer for further information on leasing your new Honda for business purposes.

No-Hassles at Trade-In Time.

Leasing can offer you the time saving advantage of not having to sell your Honda or having to trade it in.

Flexibility.

Another advantage of leasing is that you can upgrade to a new vehicle easily.

Whether you require your car for business or pleasure, your Honda dealer can provide you with all the information you need on leasing and its many advantages.

A genuine service of Honda Canada Finance Inc. Conditions and restrictions may apply. Please consult your Honda dealer for details.

THE SOURCE OF ALL THINGS GENUINE.

Your neighbourhood Honda Dealer:



Honda Canada Inc., 715 Milner Avenue, Scarborough, Ontario, Canada M1B 2K8

REMEMBER YOUR SEAT BELTS. IT'S A SIMPLE FACT OF LIFE.

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