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› the hybrid for everyone

2010

insight



Let's make their world a brighter place today and every day.

At Honda, we have always considered it our responsibility to do our part to help preserve the global environment, for today and for generations to come. This is an environmental vision we call *Blue Skies for our Children*, and you can see it in almost every product we make. And in keeping with our tradition of turning innovative ideas into products that enrich people's lives, with minimal impact on our planet, we look forward to a brighter tomorrow – with *Blue Skies for our Children*.

tomorrow

I want blue skies for everyone



introducing the hybrid for everyone
and vehicle the world has been waiting for

The 2010 Honda Insight

Yes, it's a hybrid. But beyond its low emissions, affordability and refined fun-to-drive nature, it can actually help make you a more fuel-efficient driver. And, yes, it's a sleek, stylish 5-passenger 5-door hatchback, but the 2010 Insight also represents a simple innovative step we can all take towards making our dream of *Blue Skies for our Children* come true.





➤ Ambient Meter

If you've ever wondered how fuel efficiently you drive, this is where you'll find out. Check your speedometer's background colour. If you see blue, that means you could be driving more efficiently, and if you see green, that means you are.

➤ Multi-Information Display (MID)

In addition to displaying exterior temperature and average fuel consumption, the MID is your source for easy-to-read information on all your hybrid and vehicle systems' operations.

➤ Eco Drive Bar

Here, your job is to keep the bar as close to the centre point as possible. Heavy acceleration and braking will mean the bar moves away from the centre into the shaded areas – so keep it light and bright.

➤ Eco Assist Scoring

As you learn to drive more efficiently, you are rewarded with "leaves." The more economically you drive, the more the leaves grow. And to help your score, there's an Eco Drive bar that indicates how efficiently you're driving. Keep the line as close to the centre as possible and you're on your way to a higher score.

➤ Drive Cycle Scoring

There are three Eco stages, and as you score more "leaves" you advance from one stage to the next. Once you have reached the third and final stage, which can take several months, a trophy icon appears. But remember: your score can go down if you're not driving efficiently.

➤ ECON Mode

Press this button, and the Insight turns into even more of a lean, fuel-efficient machine that automatically regulates itself to reduce energy use and emissions.

**score one for the planet
at the push of a button**

Ecological Drive Assist System™ (Eco Assist™)

Watch and learn as the Insight's Eco Assist interactive learning tools actually encourage and teach you how to become a more fuel-efficient driver. The system monitors your immediate driving habits and can show you in real time how efficiently you are accelerating, braking or cruising by changing the speedometer background colour from blue to green. Plus, with the Eco Assist Scoring feature, the system offers you a long-term cumulative score that rewards you with "leaves" as your driving performance and efficiency improves over time. Not that spending less on gas isn't a reward in itself.

ECON

The ECON button is here for a reason. Press it, and the Insight goes into "super-economy" mode. You'll get smoother acceleration, extended idle stop time, increased regenerative charging and even use less power for the air conditioning. ECON mode is designed to help you reduce the amount of fuel your Insight uses on long hauls or short ones. And, in turn, reduce emissions. Of course, how much you reduce depends on your individual driving style. But it's nice to know a more efficient option exists.

add efficiency everywhere you go



Integrated Motor Assist IMA®

So what makes an Insight a hybrid? Well, it's actually a little something called the Integrated Motor Assist, or IMA®. This is the ultra-thin electric motor that adds power when you need it and recharges itself through the recapturing of energy created during braking. Now in its fifth generation, the advanced IMA powertrain is 19% smaller and 28% lighter than ever, which makes sense because almost everything about the Insight has been engineered to be as light, smart and efficient as possible.

1.3-L i-VTEC® 4-cylinder Engine

If the Integrated Motor Assist is the soul of the Insight, then the high-efficiency, low-friction 1.3-litre i-VTEC engine is most certainly its heart. So what happens when you put responsive performance, excellent fuel efficiency and intelligent hybrid technology into the same engine together? Well, you get a healthy real-world balance of efficient highway commuting and efficient city driving. And did we mention you get other incredible things too, like less pit stops and more peace of mind?

Continuously Variable Transmission (CVT)

In many ways the Insight's CVT is like a regular automatic transmission, except in this case it's got Insight written all over it. It's more enlightened. It's more efficient. And it constantly adjusts to provide you with the most efficient drive ratio possible depending on your driving demands. So you could say it's like a regular transmission, but way smarter, and another great example of the lengths Insight engineers have gone to improve fuel efficiency and acceleration.



Tier 2 Bin 3 rating /
Drive-by-Wire Throttle
System™ / Available steering
wheel-mounted paddle
shifters / Electric power-
assisted rack-and-pinion
steering (EPS)



Available Vehicle Stability Assist (VSA[®]) with Traction Control / Available 15-inch lightweight aluminum-alloy wheels / Projector-beam halogen headlights / Heated folding power side mirrors with available integrated turn indicators

advanced aerodynamics, hybrid style

Exterior

New from the planet up, virtually everything about the Insight's sleek, distinctive exterior has been designed to improve fuel efficiency and handling using advanced aerodynamics. From its exceptionally flat underbody and advanced acoustic windshield design to its rigid, yet lightweight, body structure, the Insight takes aerodynamics to an efficient new level. And it does it all with style.

Handling

Sometimes it's what you don't see that you notice most, and if you're one of those drivers who appreciate smooth, quiet, sporty, rigid handling, you'll want to take a closer look at the Insight. Look at it this way: everything from the Insight's MacPherson strut front suspension to the positioning of its hybrid components under the rear cargo area has been designed, planned and positioned to enhance your feeling of confidence behind the wheel.

it hugs the planet and a lot of other stuff too

Interior

On the inside, the hybrid for everyone meets a perfectly comfortable, spacious world you can call your own. You could even go so far as to say the 5-passenger Insight is as user friendly on the inside as it is eye-catching on the outside. From the driver's perspective, the modern sculpted cockpit offers you a clear view of the two-tier instrument panel. From a passenger's point of view, this is carpooling in its finest form.

Versatility

When it comes to life's longer, larger items, the Insight is ready to lend a hand. Picture yourself achieving the perfect balance of car and cargo. Imagine how helpful space-finding features like the 60/40 split fold-down rear seatback would be, which when folded flat creates an 891-litre world of functional space. And to keep a lid on life's little stuff, there are numerous cargo nooks under the floor of the rear storage area. In short, mess has met its match.



Automatic climate control
with air filtration / Tilt and
telescoping steering column /
Driver's seat with manual
height adjustment /
Adjustable headrests



Steering wheel-mounted cruise control / Available steering wheel-mounted audio controls / Maintenance Minder system / Digital trip meter / Multi-Information Display (MID) / Fuel consumption display

in a perfect world
you'd be right here

Audio

As wise as the Insight is in the ways of efficiency, it's equally wise in the ways of music. And from CDs and MP3s to iPod® and Windows Media® Audio, the Insight has an ear for all kinds of music. It features an available 6-speaker, 160-watt AM/FM/CD audio system. It's home to an available USB device connector. And it boasts a Speed-sensitive Volume Control (SVC) system to ensure everything you've just read always sounds perfect.

Navigation

With a car this comfortable, you're bound to take road trips. And with a car this fuel-efficient, you might find yourself in some unfamiliar territory. And that's where the Insight's available Honda Satellite-Linked Navigation System™ with bilingual Voice Recognition can help. The system can recognize up to 600 verbal commands and can provide you with directions or information by voice or active map prompts on its 6.5-inch touch-screen display. So go ahead and explore away.

Connectivity

Talk about a brighter tomorrow. Program and link your Bluetooth®-enabled wireless device to the Insight's HandsFreeLink™ interface to safely make and receive calls from your mobile phone without having to take your eyes off the road or hands off the wheel. The system features voice recognition in English or French and can store up to 50 contacts per phone.



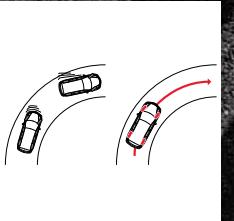
safe on the outside
safe on the inside

Safety for Everyone is Honda's commitment to providing one of the highest levels of standard safety features to help ensure occupant safety and protection.* And through real-world research, Honda is developing measures of protection to enhance the safety of occupants in other vehicles and even pedestrians – an innovative idea that is quickly becoming a reality.



ACE™ Body Structure

The Insight's Advanced Compatibility Engineering™ (ACE) body structure disperses frontal impact energy to increase occupant protection and allow for collision compatibility between vehicles of different weights and sizes.



Vehicle Stability Assist (VSA®)

Vehicle Stability Assist senses and corrects oversteer and understeer situations to enhance handling and cornering stability, while Traction Control ensures grip during acceleration on loose or slippery surfaces.



Six Standard Airbags

Six airbags line the vehicle's cabin, including side curtain airbags and the passenger-side Occupant Position Detection System (OPDS) airbag that will not deploy if the system detects a smaller-sized or out-of-position occupant.



Pedestrian Safety

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



Active Front Seat Head Restraints

Active front seat head restraints lessen the potential for neck injuries during rear-end collisions by reducing the space between the occupant's head and the seat head.



Anti-lock Brakes

For safe stopping, the 4-wheel Anti-lock Braking System (ABS) helps you maintain control under hard braking conditions, while Electronic Brake Distribution (EBD) optimizes braking power based on weight distribution inside the vehicle.



Child Safety

The Insight features childproof rear door locks, as well as rear-seat Lower Anchors and Tethers for Children (LATCH) for secure child-seat restraint.



Seat Belt Safety

Be prepared for the unexpected with 3-point height-adjustable seat belts with front pretensioners.

A future we share.

At Honda, our goal is to be a company that society wants to exist. And today we are proud to say our existence in Canada is healthier than ever. Whether you're in Nova Scotia, Quebec, Ontario, Alberta or British Columbia, Honda is there. In fact, more than 22,000 Canadians work for Honda, and to date more than 1.2 million Canadians have benefited from charitable programs funded by Honda Canada and the Honda Canada Foundation. All in all, we think these numbers represent a good start.

We are also considerate of what kind of world future Canadian generations will inherit from us. And with this in mind, we thought it was time for something different.

In Canada, we have significantly reduced the total number of brochures we print each year and we are encouraging people to visit honda.ca to experience an interactive approach to our cars and company. We also suggest that you consider the environment after you've finished reading this brochure and please pass it on to others, or recycle it.

Thank you, Canada.



Honda associates and families have helped plant more than 71,000 trees in Canada over the last 5 years.

As the world's largest engine manufacturer, Honda has a proud tradition of turning innovative ideas into products that help make Canada and the world around us brighter and a little more fun. These products are equipped with some of the cleanest, most fuel-efficient engines you'll find on the road, in the water or high above the clouds. And as technically ingenious as these products are, they are all brought to life by The Power of Dreams™.



1> ASIMO™, the advanced life-assisting humanoid robot 2> The high-speed, fuel-efficient HondaJet™ 3> Honda's advanced safety research and development facility in Tochigi, Japan 4> First manufacturer of a full line of cleaner 4-stroke outboard motors 5> The world's first motorcycle safety airbag 6> The Honda FC Sport, our advanced hydrogen fuel-cell concept vehicle



insight

SPECIFICATIONS



Insight LX

98-hp, 1.3-litre, 8-valve, SOHC, i-VTEC® 4-cylinder with Integrated Motor Assist IMA® • 4-wheel Anti-lock Braking System (ABS) with Electronic Brake Distribution (EBD) and Brake Assist • 15" steel wheels with full covers • 60/40 split fold-down rear seatback • 160-watt AM/FM/CD audio system with MP3/Windows Media® Audio compatibility and 4 speakers • 3-point seat belts with front pretensioners • Advanced Compatibility Engineering™ (ACE™) body structure • Automatic climate control with air-filtration system • Body-coloured heated folding power side mirrors • Continuously variable transmission (CVT) • Drive-by-Wire Throttle System™ • Driver's seat with manual height adjustment • Dual-stage, dual-threshold front airbags (SRS) • Ecological Drive Assist System™ (Eco Assist™) • Eco Assist™ coaching display • Front side airbags with passenger-side Occupant Position Detection System (OPDS) • Integrated Motor Assist IMA® battery state of charge indicator • Integrated Motor Assist IMA® charge indicator • Light-emitting diode (LED) taillamps • MacPherson strut front suspension • MP3/auxiliary input jack • Power-assisted, ventilated front disc/rear drum brakes • Projector-beam halogen headlights • Side curtain airbags • Tilt and telescoping steering column

Accessories

15" aluminum-alloy wheels • All-weather floor mats • Cargo tray • Door visors • Engine block heater • Fog lights • USB device connector • Wheel locks

Insight EX Adds to or replaces LX features:

15" lightweight aluminum-alloy wheels • 160-watt AM/FM/CD audio system with MP3/Windows Media® Audio compatibility and 6 speakers • Cargo area cover with storage under cargo floor • Centre armrest with concealed storage • Driver's and front passenger's seatback pockets • Driver's and front passenger's vanity mirrors • Glove-compartment light • HandsFreeLink™-bilingual Bluetooth® wireless mobile phone interface • Honda Satellite-Linked Navigation System™ with bilingual Voice Recognition • Map lights • Side mirrors with integrated turn indicators • Steering wheel-mounted audio controls • Steering wheel-mounted paddle shifters • USB device connector • Variable intermittent windshield wipers • Vehicle Stability Assist (VSA®) with Traction Control

ENGINE	LX	EX	COMFORT & CONVENIENCE	LX	EX
1.3-litre, 8-valve, SOHC, i-VTEC® 4-cylinder with Integrated Motor Assist IMA®	•	•	Accessory socket	•	•
Horsepower @ rpm*	98 @ 5800	98 @ 5800	Automatic climate control with air-filtration system	•	•
Torque (lb.-ft. @ rpm)*	123 @ 1000–1500	123 @ 1000–1500	Cargo area cover with storage under cargo floor	•	•
Displacement (cc)	1339	1339	Cargo area light	•	•
Redline (rpm)	6200	6200	Centre armrest with concealed storage	•	•
Emissions rating	Tier 2 Bin 3	Tier 2 Bin 3	Centre console with beverage holders	•	•
Bore and stroke (mm)	73 x 80	73 x 80	Digital odometer	•	•
Compression ratio	10.8:1	10.8:1	Digital trip meter	•	•
Recommended fuel	Regular	Regular	Driver's and front passenger's seatback pockets	•	•
Ecological Drive Assist System™ (Eco Assist™)	•	•	Driver's vanity mirror	•	•
*Horsepower and torque calculations reflect SAE net Rev. 08/04, SAE J1349 procedures.			Driver's and front passenger's vanity mirrors	•	•
DRIVETRAIN	LX	EX	Eco Assist™ coaching display	•	•
Continuously variable transmission (CVT)	•	•	Exterior temperature indicator	•	•
Drive-by-Wire Throttle System™	•	•	Front beverage holders	•	•
Front-wheel drive	•	•	Fuel consumption display	•	•
Steering wheel-mounted paddle shifters		•	Glove-compartment light	•	•
CHASSIS	LX	EX	HandsFreeLink™-bilingual Bluetooth® wireless mobile phone interface	•	•
15" steel wheels with full covers	•		Honda Satellite-Linked Navigation System™ with bilingual Voice Recognition	•	•
15" lightweight aluminum-alloy wheels		•	Integrated Motor Assist IMA® battery state of charge indicator	•	•
All-season tires	P175/65 R15	P175/65 R15	Integrated Motor Assist IMA® charge indicator	•	•
Electric power-assisted rack-and-pinion steering (EPS)	•	•	Intermittent windshield wipers	•	•
Front and rear stabilizer bars	•	•	Variable intermittent windshield wipers	•	•
MacPherson strut front suspension	•	•	Maintenance Minder system	•	•
Power-assisted, ventilated front disc/rear drum brakes	•	•	Map lights	•	•
Torsion-beam rear suspension	•	•	Power windows with auto-up/down driver's window	•	•
SAFETY	LX	EX	Programmable automatic power door locks	•	•
3-point seat belts with front pretensioners	•	•	Rear door pockets	•	•
4-wheel Anti-lock Braking System (ABS) with Electronic Brake Distribution (EBD) and Brake Assist	•	•	Remote entry system	•	•
Active front seat head restraints	•	•	Seat-belt warning chime	•	•
Advanced Compatibility Engineering™ (ACE™) body structure	•	•	Spare tire	•	•
Childproof rear door locks	•	•	Steering wheel-mounted cruise control	•	•
Dual-stage, dual-threshold front airbags (SRS)	•	•	Tachometer	•	•
Front side airbags with passenger-side Occupant Position Detection System (OPDS)	•	•	Tilt and telescoping steering column	•	•
Immobilizer Theft-Deterrent System	•	•	Under-cargo-floor storage	•	•
Lower Anchors and Tethers for Children (LATCH)	•	•	SEATING & TRIM	LX	EX
Security alarm system	•	•	60/40 split fold-down rear seatback	•	•
Side curtain airbags	•	•	Adjustable head restraints	•	•
Vehicle Stability Assist (VSA®) with Traction Control	•	•	Driver's seat with manual height adjustment	•	•
EXTERIOR	LX	EX	Floor mats	•	•
Body-coloured door handles	•	•	ENTERTAINMENT	LX	EX
Body-coloured heated folding power side mirrors	•	•	160-watt AM/FM/CD audio system with MP3/Windows Media® Audio compatibility and 4 speakers	•	•
Side mirrors with integrated turn indicators		•	160-watt AM/FM/CD audio system with MP3/Windows Media® Audio compatibility and 6 speakers	•	•
Front splash guards	•	•	MP3/auxiliary input jack	•	•
Light-emitting diode (LED) taillamps	•	•	Radio Data System (RDS)	•	•
Projector-beam halogen headlights	•	•	Roof-mounted antenna	•	•
Rear window defroster	•	•	Speed-sensitive Volume Control (SVC)	•	•
Rear window wiper	•	•	Steering wheel-mounted audio controls	•	•
			USB device connector	•	•
			FUEL ECONOMY* (L/100KM)	LX	EX
			Continuously variable transmission (CVT) (City/Hwy/Combined)	4.8/4.5/4.7	5.0/4.6/4.8
			*Fuel consumption for comparison purposes only and may vary with usage and accessories. See dealer for latest EnerGuide results published by Natural Resources Canada (when available).		

DIMENSIONS

	LX	EX
Cargo volume – seat up/down (L)	450/891	450/891
Curb weight (kg)	1244	1250
Fuel tank capacity (L)	40	40
Ground clearance (mm)	145	145
Headroom – front/rear (mm)	984/913	984/913
Height (mm)	1427	1427
Hip room – front/rear (mm)	1310/1238	1310/1238
Legroom – front/rear (mm)	1074/851	1074/851
Length (mm)	4376	4376
Passenger volume (L)	2407	2407
Shoulder room – front/rear (mm)	1338/1279	1338/1279
Track – front/rear (mm)	1492/1475	1492/1475
Wheelbase (mm)	2550	2550
Width (mm)	1694	1694

EXTERIOR/INTERIOR COLOURS

	LX	EX
Alabaster Silver Metallic	Blue Fabric	Blue Fabric
Crystal Black Pearl	Grey Fabric	Grey Fabric
Polished Metal Metallic	Grey Fabric	Grey Fabric
Spectrum White Pearl	Blue Fabric	Blue Fabric
Clear Sky Blue Metallic	Grey Fabric	Grey Fabric
Tango Red Pearl	Grey Fabric	Grey Fabric

Colours may not be exactly as shown.



We're Here. At Honda, assistance and support are always available. The team of trained technicians at your Honda dealership will keep your vehicle in terrific shape. Honda accessories installed at the time your vehicle is purchased are covered under the 3-year/60,000-km limited warranty. If you need more information or assistance, 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.

Quality 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.

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.

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 anyone else driving your vehicle 24 hours a day, 7 days a week, anywhere in Canada or the continental U.S. Coverage is for 3 years, unlimited distance and includes towing, battery boosting, lockout assistance plus many other helpful services. Ask your dealer for more information.