



**GENEVA 2010** **HONDA**

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## Honda showcases new zero-emission concepts

### 3R-C concept on display at Geneva Motor Show

The three-wheeled 3R-C Concept demonstrates what a single occupant vehicle for zero emission commuting could look like. The radical concept draws on Honda's expertise in zero and ultra low emission technologies to produce an urban vehicle with no harmful tailpipe emissions.

The 3R-C is built on Honda's vast working knowledge of battery electric vehicles, hybrid electric vehicles and fuel cell electric vehicles. Honda began producing the battery electric vehicle – EV Plus – in 1996 and leased the cars to selected customers in the US. Since 1999, Honda has been selling petrol electric hybrid cars and in 2008 introduced the world's first production fuel cell electric vehicle, the FCX Clarity.

All of these innovative cars utilise electric motors for propulsion and batteries to store power, and it is this real-world production experience that Honda is bringing to its latest concept model.



## 3R-C

This revolutionary, three-wheeled, zero emission vehicle shows what an urban transport vehicle for one person might look like in future, and could be either a fuel cell electric vehicle (FCEV) or battery electric vehicle (BEV). The zero emission drivetrain is mounted low in the three-wheeled chassis, keeping the centre of gravity low and improving stability.

The 3R-C has a clear canopy that covers the driver's seat while it is parked and not in use. When the three wheel vehicle is in motion, the canopy becomes an enveloping wind-shield that provides the driver, who sits low in the chassis, with significant protection.

The high sides of the safety shell seat give greater safety to the occupant, reducing the threat from side impacts and improving weather protection. In front of the driver is a lockable boot area, which gives a secure and significant storage area for luggage or other items. The 3R-C's designers also created a flexible cover that surrounds the upper torso to reduce exposure to bad weather and enhance comfort.

## EV-N

### Honda's battery electric vehicle concept

The EV-N is a small, 4-seater battery electric vehicle, inspired by the N360, Honda's 360cc micro car launched in the 1960s. It has solar cells on the roof which could be used to charge the on-board battery, is less than three metres long and has a width of 1475mm.

The EV-N also has a combination of lights in the front grille, illuminated door mirrors and lights of the rear of the car to allow communication between car and driver, and car and other road users or pedestrians via an innovative key 'fob'.

Honda's U3-X – an experimental personal mobility device that looks a bit like a unicycle – can be stowed neatly in a recess in the EV-N's passenger door. The vision is that the EV-N and U3-X could work together to provide emission-free mobility in and around town.

Honda first brought an electric vehicle to market in the 1990s (the EV Plus). Honda is researching and developing a range of green technologies and believes battery-powered electric vehicles will play a role in a low carbon future, primarily for city commuting or inner-city driving.

It's purely a design study and there are no plans for production.



## CR-Z pricing announced

CR-Z S	£16,999
CR-Z Sport	£17,999
CR-Z GT	£19,999



“The CR-Z is a great-looking, sporty car – that’s also a hybrid. Kart-like handling and direct steering will make it great fun to drive, but the hybrid system means exhaust emissions are kept low. With the torque boost of the electric motor, it’s ideally suited to ‘point-to-point’ driving in British towns and cities.”

**Tom Gardner,**  
Head of Marketing, Honda (UK)

## Honda CR-Z debuts in Geneva

### **Sporty hybrid coupe promises exciting driving dynamics**

The all-new Honda CR-Z makes its European debut at the Geneva show. With sporty looks and agile handling, the CR-Z is the most exciting hybrid yet, promising driving thrills and a cleaner exhaust emissions package.

The CR-Z’s compact 2+2\* coupe body and striking design is coupled with a responsive chassis to give nimble handling and direct steering, and a 6-speed manual transmission enhances driving enjoyment. Its clean, efficient petrol-electric hybrid powertrain not only offers good fuel economy and a low exhaust emissions package, but also adds to the nippy driving characteristics of the car and means the CR-Z is well suited for use in urban environments.

- World’s first 6-speed manual hybrid car
- Wide track, short wheelbase chassis for agile and responsive handling
- All-new, sporty, aerodynamic, 2+2 coupe form
- 1.5 litre i-VTEC engine coupled to Honda IMA hybrid system
- Emissions of 117 g/km\*\* and fuel economy of 56.4mpg\*\*
- Unique 3-Mode Drive System to tailor steering, throttle response and IMA assistance as the driver requires
- Flexible 2+2 seating arrangement in European models only
- Day-time running lights (DTRLs) with eight LEDs that bring out the lower line of the sweeping headlights, exclusive to European models



### CR-Z in detail

Driver enjoyment was a core part of the design brief and the CR-Z's chassis plays a key role in creating the character of the car. The platform shares some components with the Insight, but the wheelbase, track width and set-up are all bespoke for the new coupe hybrid.

The CR-Z's exterior styling is formed around a "one-motion wedge" concept with a low bonnet line and wide stance that gives the car a sporty, exciting exterior that should appeal to younger drivers. Design features, such as the split level rear glass hatch and aerodynamic, shallow raked roofline are reminiscent of the Honda CRX, but brought bang up-to-date with deep, muscular sculpting.

For the first time, a fuel efficient, low emission parallel hybrid system is combined with a precise and driver focussed 6-speed manual gearbox – made possible only because of the flexibility of Honda's IMA hybrid system.

The manual transmission is complemented by a 1.5-litre 4-cylinder engine, which is new to the UK and a key component in the CR-Z's unique offering. The eager-to-rev nature of the medium capacity engine is enhanced by the additional 78Nm of torque provided by the 14PS electric motor, which is situated between the engine and transmission.

The 1.5-litre engine, combined with the power and torque of the IMA parallel hybrid system, gives an overall power output of 124PS and 174Nm of torque. The peak torque figure is identical to that of the 1.8-litre Civic but offers CO<sub>2</sub> emissions of just 117g/km\*\* (35 g/km fewer than the Civic 1.8-litre model). Other harmful exhaust emissions are also very low and the Nickel Metal Hydride battery pack can be recycled at the end of the vehicle's life.

The electric motor gives the CR-Z an unusually flat torque curve with the maximum arriving at just 1500rpm – unusually low for a naturally-aspirated engine. Teamed with a 6-speed manual transmission, the IMA assisted engine provides great in-gear flexibility and a low exhaust emissions package.

Careful consideration was given to exhaust design to ensure that as well as being efficient, the CR-Z is a car that encourages the enthusiastic driver and sounds quite unlike any previous compact hybrid. Other components including engine mounts and sound deadening were tuned to ensure that the sporting elements of the exhaust were heard by the driver, but less desirable noises often associated with sports exhausts were reduced.



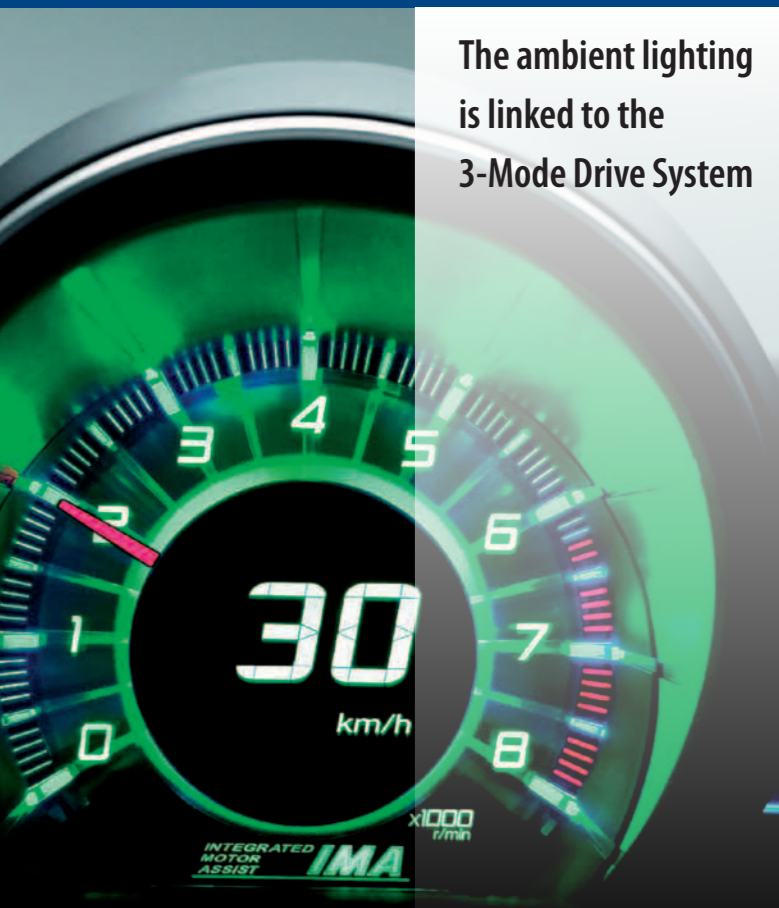
### 3-Mode Drive System

To maximise driver choice and enhance the day to day drivability of the CR-Z, it has a 3-Mode Drive System. This unique feature allows the driver to choose between three driving modes, which alter the responses of the throttle, steering, idle stop timing, climate control and the level of assistance provided by the IMA system.

The 3-Mode Drive System allows the driver to adapt the car's settings to enjoy their favourite road, maximise economy, or strike a balance between the two. The aim of Honda's engineers was to give customers more choice in how the CR-Z would drive, depending on their needs and desires at the time.

Sport buttons have become commonplace in cars, usually offering a sharper throttle response, but Honda's 3-Mode Drive System is different. The new system alters the behaviour of the hybrid drivetrain and the power steering assistance as well as the throttle mapping between the three modes.

When the CR-Z driver is away from the town or city and wanting to enjoy the open road, they can put the coupe into SPORT mode. This sharpens the throttle response, changes the behaviour of the IMA hybrid system to provide more electric motor assistance and increases the weight of the electric power steering.



The ambient lighting is linked to the 3-Mode Drive System

Honda recognises that even the most enthusiastic driver may regularly experience heavy traffic, where maximising fuel economy is more desirable than enthusiastic driving. In these situations ECON mode can be selected, which prioritises fuel economy in the operation of the drive-by-wire throttle, ECU, air conditioning and the hybrid system.

At all other times the car can be run in NORM mode, which provides a balance between performance, economy and emissions and suits most driving situations.

The ambient lighting of the speedometer is used in the same way as in the Insight, to guide the driver in driving more economically. In addition to the Eco Assist function, the CR-Z's meter lighting is linked to the 3-mode drive system. Changing from red to blue and then green depending on whether SPORT, NORM or ECON is selected.

The European version of the CR-Z has daytime running lights (DTRLs) with eight LEDs that bring out the lower line of the sweeping headlights. This is the first time DTRLs have been fitted to a production Honda, and combined with the front fog lights provide a tailored look to the European specification CR-Z.

The shallow raked roofline and sharply truncated tail of the CR-Z are features shared with many Hondas past and present. This slippery design



## CR-Z Accessories

allows the car to cut through the air with minimal disturbance, lowering fuel consumption and emissions. The UK specification CR-Z has a 2+2 layout, enabling customers to carry smaller adults for short distances or children on longer journeys. The rear seats can be flattened in a simple one-touch motion, opening up a surprisingly large cargo space of 400-litres (to window), which is comparable to a C-segment hatchback. The flexible luggage area also has an under-boot area of 19 litres to stow additional cargo, or store items out of sight.

The interior of the production car has been developed from the 2007 Tokyo Motor Show CR-Z Concept, with its 3D displays and driver-focused cabin. The high-technology instrument binnacle places all of the commonly used controls within quick and easy reach of the driver.

The dashboard of the new coupe has a two-level construction, with a dark upper portion appearing to float above a light grey lower dash section, which continues into the centre of the inner door panels.

Compared to the dimensions of the Insight, the CR-Z is shorter in length by 295mm and its wheelbase is 115mm shorter than the Insight's. This enhances agility and reduces kerb weight by 44kg compared to its 5-door, five-seat, family car sibling. One of the major detail changes is the adoption of a forged aluminium lower arm in the MacPherson strut front suspension to replace the Insight's pressed steel items. This reduces

the weight of each wishbone by 4 kg and also increases strength to cope with the wider track width and tyres. The CR-Z suspension features new springs and damper settings and the tolerances are individual to the compact coupe.

The exterior design of CR-Z deliberately evokes the iconic style of the 1980s CR-X, which was originally developed to provide a small, stylish car that could achieve spectacular economy. Signature features of the CR-X, like the split level rear glass hatch and low shallow raked roofline have been referenced in the design of the sleek coupe and then combined with a curvaceous and deeply sculpted exterior form.

Equipment levels on the CR-Z are generous with all grades benefitting from six airbags, active headrests and Vehicle Stability Assist. All CR-Zs will also come fitted with Climate Control, 6-speaker CD player and an engine start button.

Top grades gain Bluetooth Hands Free Telephone controls, Cruise Control, Panoramic Glass Roof, HID lights and 240W high power audio system – including a boot mounted sub-woofer.

The European version of the CR-Z is now available to order through Honda's dealer network.



Note:

\*2+2 configuration is only available in the EU and Japan.

\*\*EU Combined cycle. All figures preliminary and are subject to homologation.

To complement the launch of the CR-Z, a comprehensive range of genuine accessories have been announced by Honda Access, allowing customers to personalise and enhance their hybrid coupe.

The CR-Z's accessories have been developed in conjunction with the new model's own interior and exterior design concept, with significant attention paid to market trends involving the use of styling effects such as metal and carbon in the design and manufacturing process.

The range has been launched in four themes, to enable Honda's dealers and customers to easily identify their individual requirements. The Carbon theme includes floor carpets and door-step garnishes, interior panels, body skirts and a 17-inch alloy wheel. The Metallic theme covers a front sports grille, door mirror covers, air-intake garnishes, pillar decorations and speaker rings. The Illumination theme includes accessories that offer a cool, blue luminescence to the CR-Z, while the Coloured theme offers tailgate garnishes and body styling graphics.

With perfect fit, safety, security and durability that is expected from genuine accessories, the CR-Z's accessory range offers customers a wide variety of options to individualise and enhance their car.



## Honda FCX Clarity

### Honda's fuel cell electric vehicle

Honda now has two production FCX Clarity cars permanently stationed in Europe, enabling Honda's R&D teams to test our fuel cell technology in European driving conditions. We are also using this opportunity to inform, educate and raise awareness of fuel cell cars among journalists, policy-makers, influencers and opinion formers.

As the world's first production fuel cell electric vehicle, the FCX Clarity has been available to lease in the US and Japan since 2008, and has been delivered to customers including, actress Jamie Lee Curtis, ice hockey player, Scott Niedermayer and the Ministry for Environment in Japan.

The FCX Clarity is fundamentally an electric vehicle, with a hydrogen fuel cell stack that generates electricity on-board from a reaction between hydrogen and atmospheric oxygen. This reaction has only one emission – water.

To find more, watch our 'How it Works' video by visiting [www.fcxclarity-media.co.uk](http://www.fcxclarity-media.co.uk)

The FCX Clarity can be refuelled from empty in less than four minutes, just like a fossil fuel car, and has a range of 270 miles – significantly more than a current battery electric vehicle, which stores its energy in an on-board battery (rather than generating it on-demand).

The FCX Clarity has ample space for four full-size adults plus luggage and combines this with a whisper quiet, 100mph top speed. The FCX Clarity shows that a vehicle with no harmful emissions can be practical, comfortable and fun to drive.

In 2009 the FCX Clarity was awarded the "World Green Car" award and demonstrated the flexibility and application of fuel cell technology while transporting VIP delegates at the COP15 Climate Conference, in Denmark.

### Lithium ion batteries

Honda's FCX Clarity fuel cell electric vehicle uses a Lithium ion battery to store the energy from regenerative braking and Honda is currently enhancing its expertise in this area. Last-year a deal was signed with GS Yuasa to build a joint venture battery plant to produce Lithium ion battery packs for future Honda vehicles.

To find out more about the FCX Clarity, how it works, hydrogen as a fuel and the refuelling infrastructure, visit [www.fcxclarity-media.co.uk](http://www.fcxclarity-media.co.uk)

# Also on the stand at Geneva



### British-built Jazz

Honda's much-loved supermini is now built in Britain, at Honda's manufacturing plant in Swindon. The Associates at the factory will be ensuring that the Jazz keeps on winning awards for reliability and topping the customer satisfaction surveys.

- Big inside, small outside – like a TARDIS (B-segment exterior, C-segment interior)
- Two new i-VTEC petrol engines
- Improvements to suspension to refine ride
- Double-Trunk boot brings further flexibility to load space
- Magic Seats enhanced for ease of use
- Better driving position and visibility
- High quality interior materials and sharper cabin design
- Built in Britain

### Jazz 1.2 i-VTEC

Starting price:	£11,058
Top speed:	110mph
0-62mph:	12.5 seconds
mpg:	53.3 (combined)
CO <sub>2</sub> :	125g/km
Engine:	1198cc i-VTEC
Power:	90PS @ 6000rpm
Torque:	114Nm @ 4900rpm
Insurance rating:	4E
Service interval:	12,500 miles
NCAP rating:	5 stars

### Jazz 1.4 i-VTEC

Starting price:	£12,758
Top speed:	113mph
0-62mph:	11.5 seconds
mpg:	51.4 (combined)
CO <sub>2</sub> :	125-130g/km
Engine:	1339cc i-VTEC
Power:	100PS @ 6000rpm
Torque:	127Nm @ 4800rpm
Insurance rating:	5E
Service interval:	12,500 miles
NCAP rating:	5 stars

# Insight

## The world's most affordable hybrid

Honda's Insight hybrid car first went on sale in April 2009 with keen pricing that made it the most affordable hybrid car on the market. The 5-door family hatchback features Honda's petrol-electric IMA system and offers low emissions and great fuel economy in real world driving conditions.

Honda's aim is to make hybrids more affordable and more accessible to a wider audience, and its latest PCP finance offer means customers can now get behind the wheel of the Insight SE for just £199 per month. The Insight's on-the-road price remains keen which means it undercuts the Toyota Prius by over £3000.

As well as low emissions from the tailpipe, the Insight is manufactured in a plant where zero production waste ends up in landfill and a suite of energy saving techniques are used to reduce overall impact. At the end of the vehicle's life the Insight is designed to be highly recyclable and recoverable, so the batteries are recyclable.

## Insight 1.3 IMA hybrid

Starting price:	£16,338
Top speed:	113mph
0-62mph:	12.5 seconds
mpg:	64.2 (SE) 61.4 (ES and ES-T)
CO <sub>2</sub> :	101g/km (SE) 105g/km (ES and ES-T)
Engine:	1339cc petrol-electric hybrid
Engine power:	88PS @ 5800rpm
Motor power:	14PS @ 1500rpm
Engine torque:	121Nm @ 4500rpm
Motor torque:	78.5Nm @ 1000rpm
Insurance rating:	6E
Service interval:	12,500 miles
NCAP rating:	5 stars





## Civic

The Civic has been a resounding success in the UK since it was introduced four years ago, with a stylish design that still looks as good as it did at launch.

The 5-door remains a practical and flexible stalwart model for families and 'young-at-heart' customers who want reliability and flexibility in an ultra-stylish package.

The sporty 3-door Type S increasingly appeals to a younger customer base with sportier styling features that take cues from the Type R, but more affordable ownership costs.

One of three models built in the UK at Honda's manufacturing plant in Swindon, the Civic is available with four engines: the 1.4-litre i-VTEC petrol, 1.8-litre i-VTEC petrol, 2.2 i-CTDi diesel and 2.0-litre, i-VTEC engine for the Type R model. Each engine has been chosen to add a different dimension to the Civic range, starting with the entry level 100PS 1.4-litre which offers low running costs for our younger Civic customers, right up to the high-performance and honed 201PS Civic Type R engine.

The Civic is also available with a choice of transmissions:

- 6-speed manual - available on all Civic models
- i-SHIFT (automated manual transmission) – available on the petrol Civic Type S and 1.4-litre petrol 5-door model
- Conventional 5-speed automatic – available on 5-door petrol Civics

### Civic 5-door

#### 1.4 i-VTEC

SE – Manual or i-SHIFT

Starting price:	£15,631 (man) £16,451 (i-SHIFT)
Top speed:	110mph (man) 110mph (i-SHIFT)
0-62mph:	13 seconds (man) 15 seconds (i-SHIFT)
Mpg (combined):	47.9 (man) 49.6 (i-SHIFT)
CO <sub>2</sub> :	135g/km (man) 132g/km (i-SHIFT)
Engine:	1339cc petrol i-VTEC
Power:	100PS @ 6000rpm
Torque:	127Nm @ 4800rpm
Insurance rating:	5
Service interval:	12,500 miles
NCAP rating:	5 stars

### 1.8 i-VTEC

SE / Si / ES / ES GT / EX / EX GT – Manual or Automatic

Starting price:	£16,689 (man) £18,019 (auto)
Top speed:	127mph (man) 122mph (auto)
0-62mph:	8.9 seconds (man) 11 seconds (auto)
Mpg (combined):	SE grades: 42.8 (man) 39.8 (auto) Si/ES/ES GT/EX/EX GT grades: 42.2 (man) 38.7 (auto)
CO <sub>2</sub> :	SE grades: 152g/km (man) 165g/km (auto) Si/ES/ES GT/EX/EX GT grades: 155g/km (man) 169g/km (auto)
Engine:	1799cc petrol i-VTEC
Power:	140PS @ 6300rpm
Torque:	174Nm @ 4300rpm
Insurance rating:	9-11
Service interval:	12,500 miles
NCAP rating:	5 stars

### 2.2 i-CTDi

SE / Si / ES / ES GT / EX / EX GT – Manual only

Starting price:	£18,194
Top speed:	127mph
0-62mph:	8.7 seconds
Mpg (combined):	55.4 (SE) 53.3 (Si/ES/ES GT/EX/EX GT)
CO <sub>2</sub> :	134g/km (SE) 139g/km (Si/ES/ES GT/EX/EX GT)
Engine:	2204cc diesel i-CTDi
Power:	140PS @ 4000rpm
Torque:	340Nm @ 2000rpm
Insurance rating:	11
Service interval:	12,500 miles
NCAP rating:	5 stars

### Civic Type S

1.4 i-VTEC – Manual/i-SHIFT

Starting price:	£15,426 (man) £16,246 (i-SHIFT)
Top speed:	110mph (man) 110mph (i-SHIFT)
0-62mph:	13 seconds (man) 15 seconds (i-SHIFT)
Mpg (combined):	47.9 (man) 49.6 (i-SHIFT)
CO <sub>2</sub> :	135g/km (man) 132g/km (i-SHIFT)
Engine:	1339cc petrol i-VTEC
Power:	100PS @ 6000rpm
Torque:	127Nm @ 4800rpm
Insurance rating:	5
Service interval:	12,500 miles
NCAP rating:	5 stars

### 1.8 i-VTEC

Type S / Type S GT – Manual or i-SHIFT

Starting price:	£18,087 (man) £19,057 (i-SHIFT)
Top speed:	127mph (man) 127mph (i-SHIFT)
0-62mph:	8.9 seconds (man) 10.9 seconds (i-SHIFT)
Mpg (combined):	42.2 (man) 44.1 (i-SHIFT)
CO <sub>2</sub> :	155g/km (man) 152g/km (i-SHIFT)

Engine:	1799cc petrol i-VTEC
Power:	140PS @ 6300rpm
Torque:	174Nm @ 4300rpm
Insurance rating:	9
Service interval:	12,500 miles
NCAP rating:	5 stars

### 2.2 i-CTDi

Type S / Type S GT – Manual only

Starting price:	£19,592
Top speed:	127mph
0-62mph:	8.7 seconds
Mpg (combined):	55.4
CO <sub>2</sub> :	136g/km
Engine:	2204cc diesel i-CTDi
Power:	140PS @ 4000rpm
Torque:	340Nm @ 2000rpm
Insurance rating:	10
Service interval:	12,500 miles
NCAP rating:	5 stars

## Civic Type R

Honda's high revving hot hatch remains as popular as ever with fans of the 'Red H', but it has also gained some MUGEN counterparts over the last few months - a highly tuned Civic Type R MUGEN has been confirmed for production only 20 cars will be produced.

In addition, a limited edition car with MUGEN body parts has also been confirmed. The MUGEN 200 will go on sale later in 2010 and prices will be announced in March.

### Civic Type R

2.0 i-VTEC	
Type R / Type R GT	
Price (OTR):	From £18,000
Top speed:	146mph
0-62mph:	6.6 seconds
MPG:	31 combined
CO <sub>2</sub> :	215g/km
Engine:	1998cc, DOHC petrol
Power:	201PS @ 7,800rpm
Torque:	142lb.ft @ 5,600rpm
Service interval:	12,500 miles
Insurance rating:	17E

### Civic Type R MUGEN

An exclusive run of up to 20 cars will be hand-built in the UK by MUGEN, the long-standing tuner of Honda engines for motor racing. Production of the road-legal super hatch will take place at MUGEN Euro, based in Northampton – with customers receiving a unique, involved experience during the build process of each car.

### Civic Type R MUGEN

2.0 i-VTEC	
Price (OTR):	From £38,599
Engine:	1998cc, DOHC petrol
Power:	240PS @ 8,300rpm
Torque:	157lb.ft @ 6,250rpm

### Civic Type R MUGEN 200

Inspired by MUGEN Euro's high-performance Type R, the MUGEN 200 is fitted with unique body parts, wheels and badges to give it stand-out looks. As its name suggests, only 200 of the special Type R models will be made.

On top of the standard features of the Swindon-built Type R (which of course, include Honda's 201PS, screaming i-VTEC engine) the MUGEN 200 will boast the following:

- Exclusive MUGEN front and rear bumpers with skirts
- 19-inch alloy wheels in 'Lightning' design
- MUGEN rear badge
- MUGEN Limited Edition number plaque
- Limited Slip Differential
- Championship White exterior paint
- Gloss black door mirrors



## CR-V

### Chart-topping CR-V refreshed for 2010

- Cleaner, more powerful 2.2-litre diesel engine, complying with Euro-5 emissions standards
- Automatic gearbox now available for diesel models
- Revised exterior styling
- Built in Britain at Honda's plant in Swindon

The latest CR-V went on sale at the beginning of 2010 with a generous specification, new diesel powertrain and transmission. Built in Britain at Honda's factory in Swindon, the CR-V has consistently topped sales charts in the SUV sector.

The new model is now available with Honda's i-DTEC diesel engine and an eagerly awaited automatic gearbox for diesel models. The CR-V's popular looks have been refreshed with a distinctive new front bumper, grille and revised rear bumper.

NVH levels are improved, with increased sound deadening around the engine and cabin, adding to the high-quality refinement of the CR-V and making it an even quieter and more relaxing car to drive. Inside the cabin, upgraded fabrics and plastics have been used to give a more premium finish; a new audio console design has been introduced.

Like the previous model, the 2010 CR-V offers unrivalled equipment levels that, along with its ample cabin, split-level boot and 'car-like' handling, have made it so popular. SE grades now come fitted with newly-designed 17-inch alloy wheels as standard as well as air conditioning, auxiliary socket, cloth upholstery and power-heated door mirrors.

### CR-V 2.0 i-VTEC petrol

Price (OTR):	From £20,610
Top speed:	118mph (110mph auto)
0-62mph:	10.2 seconds (12.2 secs auto)
Combined mpg:	34.9 (33.6 auto)
CO <sub>2</sub> :	190g/km (193g/km auto)
Engine:	150PS @ 6,200rpm
Torque:	192Nm @ 4,200rpm
Service interval:	Variable
Insurance rating:	28 - 29

### CR-V 2.2 i-DTEC diesel

Price (OTR)	From £22,615
Top speed (mph)	118mph (116mph auto)
0-62mph	9.6 seconds (10.6 secs auto)
Combined mpg	43.5 (38.2 auto)
CO <sub>2</sub>	171g/km (195g/km auto)
Engine	2199cc, N22B1, Common rail i-DTEC
Power	150PS @ 4,000rpm
Torque	350Nm @ 2,000rpm
Service Interval	Variable
Insurance rating	28 - 29



## Accord

Since launching the stylish Accord in 2008, the model line-up has been enhanced with the addition of a higher-powered Type S model and a diesel automatic transmission.

The Type S – first introduced at the 2009 Geneva Show – uses the smoother, cleaner 2.2-litre i-DTEC diesel engine, like the standard Accord, but thanks to a revised turbo-charger, cylinder head and larger intercooler, produces 180PS at 4000rpm, a 30PS increase on the standard model with the peak power coming at the same rpm. Torque has also increased 30Nm to 380Nm at 2000rpm.

The diesel auto joined the Accord line-up at the end of 2008, bringing even greater comfort and convenience to the range and appeals to the corporate market especially, where high mileage user choosers will often only consider an automatic transmission.

The Accord's diesel auto was Honda's first and our engineers spent producing the transmission in-house, rather than compromise the performance of its i-DTEC engine by mating it with an externally supplied transmission.

The Accord range is a showcase for Honda's advanced technology that improves safety, reduces driver fatigue and increases comfort. The Accord brought Collision Mitigation Braking System (CMBS) to the D-sector for the first time in 2008, but Accord models equipped with Honda's Advanced Driver Assist System (ADAS) also get Adaptive Cruise Control (ACC) and Lane Keeping Assist (LKAS).

**Accord 2.0 i-VTEC petrol****Saloon**

Price	£20,835 (man)	£22,165 (auto)
Top speed (mph)	133mph (man)	131 mph (auto)
0-62mph	9.3 seconds (man)	10.7 seconds (auto)
Combined mpg	39.2mpg (man)	37.6mpg (auto)
CO <sub>2</sub>	170g/km (man)	178g/km (auto)
Engine	1997cc, R20A3, PGM-FI, i-VTEC	
Power	156PS @ 6,300rpm	
Torque	192Nm @ 4,300rpm	
Service Interval	Variable servicing	
Insurance rating	10E / 11E	
NCAP rating:	5 stars	

**Tourer**

Price	£22,139 (man)	£23,469 (auto)
Top speed (mph)	131mph (man)	130mph (auto)
0-62mph	9.4 seconds (man)	10.8 seconds (auto)
Combined mpg	38.7mpg (man)	36.6mpg (auto)
CO <sub>2</sub>	173g/km (man)	183g/km (auto)
Engine	1997cc, R20A3, PGM-FI, i-VTEC	
Power	156PS @ 6,300rpm	
Torque	192Nm @ 4,300rpm	
Service Interval	Variable servicing	
Insurance rating	10E / 11E	
NCAP rating:	5 stars	

**Accord 2.4 i-VTEC petrol****Saloon**

Price	£24,870 (man)	£26,200 (auto)
Top speed (mph)	141mph (man)	141mph (auto)
0-62mph	7.8 seconds (man)	9.5 seconds (auto)
Combined mpg	32.1mpg (man)	32.8mpg (auto)
CO <sub>2</sub>	209g/km (man)	204g/km (auto)
Engine	2354cc, K24Z3, PGM-FI, i-VTEC	
Power	201PS @ 7,000rpm	
Torque	234Nm @ 4,500rpm	
Service Interval	Variable servicing	
Insurance rating	12E	
NCAP rating:	5 stars	

**Tourer**

Price	£26,199 (man)	£27,529 (auto)
Top speed (mph)	141mph (man)	141mpg (auto)
0-62mph	7.8 seconds (man)	9.6 seconds (auto)
Combined mpg	31.3mpg (man)	31.7mpg (auto)
CO <sub>2</sub>	215g/km (man)	211g/km (auto)
Engine	2354cc, K24Z3, PGM-FI, i-VTEC	
Power	201PS @ 7,000rpm	
Torque	234Nm @ 4,500rpm	
Service Interval	Variable servicing	
Insurance rating	12E	
NCAP rating:	5 stars	

**Accord 2.2 i-DTEC diesel****Saloon**

Price	£22,830 (man)	£24,210 (auto)
Top speed	131mph (man)	128mph (auto)
0-62mph	9.6 seconds (man)	10 seconds (auto)
Combined mpg	50.4mpg (man)	44.1mpg (auto)
CO <sub>2</sub>	148g/km (man)	170g/km (auto)
Engine	2199cc, N22B1, Common rail i-DTEC	
Power	150PS @ 4,000rpm	
Torque	350Nm @ 2,000rpm	
Service Interval	Variable servicing	
Insurance rating	10E	
NCAP rating:	5 stars	

**Tourer**

Price	£24,159 (man)	£25,514 (auto)
Top speed	130mph (man)	125mph (auto)
0-62mph	9.8 seconds (man)	10.4 seconds (auto)
Combined mpg	47.8mpg (man)	42.8mpg (auto)
CO <sub>2</sub>	155g/km (man)	173g/km (auto)
Engine	2199cc, N22B1, Common rail i-DTEC	
Power	150PS @ 4,000rpm	
Torque	350Nm @ 2,000rpm	
Service Interval	Variable servicing	
Insurance rating	10E	
NCAP rating:	5 stars	

**Accord Type S 2.2 i-DTEC diesel (180PS)**

Price	£27,965 (saloon)	£29,268 (Tourer)
Top speed	136mph (saloon)	134mpg (Tourer)
0-62mph	8.9 seconds (saloon)	9.2 seconds (Tourer)
Combined mpg	48.7mpg (saloon)	47.8mpg (Tourer)
CO <sub>2</sub>	152g/km (saloon)	155g/km (Tourer)
Engine	2199cc, N22B1, Common rail i-DTEC	
Power	180PS @ 4,000rpm	
Torque	380Nm @ 2,000rpm	
Service Interval	Variable servicing	
Insurance rating	11E (saloon) 13E (Tourer)	
NCAP rating:	5 stars	

## Honda (UK) sales performance

### Current to 12 Feb, 2010

Model	Year to date	Financial year to date
Jazz	2,079	21,507
Insight	210	2,285
Civic (5dr, Type S and Type R)	1,465	20,078
Civic Hybrid	62	744
Accord (saloon and Tourer)	217	4,336
CR-V	769	9,257
FR-V, S2000, Legend (run-out)	43	1,564
<b>Total</b>	<b>4,845</b>	<b>59,771</b>

## Honda biographies



**Ken Keir**  
Executive Vice President, Honda  
Motor Europe

**Speak to Ken about:** Honda in Europe, the overall business direction and outlook for 2010.

**Biography:** After a period at Peugeot

UK and Leyland, Ken joined Honda (UK) for the first time in 1989 as National Sales Manager responsible for Field Operations.

Following a two year intermission with Renault UK from 1991 -1993 where he was Director of Sales responsible for field activity and dealer development, Ken re-joined Honda (UK) as Director and General Manager. This last move coincided with a huge investment by Honda in the UK and the start up of Honda of the (UK) Manufacturing (HUM) in Swindon.

Ken instigated a complete management restructure of Honda, placing more emphasis on customer satisfaction as a means of achieving long-term sales goals - and exploiting untapped corporate sales potential. With these changes Honda doubled its British car sales volume during the

period between 1990 and 1999, increased turnover and profitability.

In 1998 Ken was promoted to Managing Director of Honda (UK), responsible for Cars, Motorcycles and Power Equipment divisions, and in 2002 he also became the first European to be appointed as Executive Vice-President within Honda Motor Europe with additional responsibility for the development of the European sales networks.

Ken now holds the position of Executive Vice President, Honda Motor Europe Ltd.

Married with two daughters, Ken's hobbies include golf, current affairs and boating.

## Honda (UK) team update



**Tom Gardner**  
Head of Marketing, Honda (UK)

**Speak to Tom about:** All things image, brand and product related for Honda cars in the UK.

Keen to experience the full breadth of Honda's business, Tom joined the Power Equipment division in May 2000. As Head of Marketing he was responsible for the division's strategic direction and relationship with the dealer network.

In 2003 he used this knowledge of both Power Equipment and Cars to become Head of Parts Operations across all Honda divisions. In this role Tom launched 'Honda Happiness' – Honda's fixed price car repairs – which was an industry first. He went on to lead the merged Aftersales and Parts departments, responsible for developing the customer experience and enjoyment of Honda products.

In May 2007, Tom returned to the UK car division as Head of Marketing, overseeing the product teams, tactical marketing campaigns, ensuring value for money for customers as well as Honda's class-leading advertising including the live 'Jump' ad and award-winning 'Back to Work' adverts. In this role, Tom has helped move Honda past 100,000 car sales per year (2008) and is responsible for the overall business strategy for the next five years. Tom is currently Acting General Manager for Honda (UK) – Cars.

Tom is married with three children and a dog.

**Biography:** Having graduated with a degree in Geography from the University of London, Tom's professional career began as an Analyst Programmer with a major pharmaceuticals company.

In 1991, Tom joined Honda (UK) and quickly began overhauling the customer, dealer and finance systems – all of which were designed to make business quicker, more efficient and ultimately, more focussed on the customer.

With this in mind, Tom decided his transition to a strategic business role in the automotive sector required some time on the shop floor, and became Area Operations Manager for Cars, in the South in 1997, and Manager – Product Planning, 18 months later. In this new role he managed Honda's car product strategy in the UK market, specifically leading the new product launch teams for HR-V, Logo, Civic (2001), Insight (1999) and S2000.

### Press and PR – roles and responsibilities

There have been a few changes in the PR team, with former PR Communications Executive, Emma Knight, moving onto pastures new. Therefore we thought it was a good time to bring you up to date with who we are, and what we do. Please find below the latest list of roles and responsibilities for the Honda (UK) Press and PR team:

**Who:** Paul Ormond  
**Role:** General Manager, Corporate Press and PR  
**Telephone:** 01753 590318  
**Mobile:** 07774 747002  
**Email:** paul.ormond@honda-eu.com

**Who:** Emma Hanford (nee Stanley)  
**Role:** Manager – Press and PR  
**Telephone:** 01753 590514  
**Mobile:** 07843 291288  
**Email:** emma.hanford@honda-eu.com

### Communications

**Product detail and positioning, technical info, press releases and press packs, statements and comment, facts and figures**

**Who:** Steve Kirk  
**Role:** PR Communications Manager, Cars  
**Telephone:** 01753 590232  
**Mobile:** 07748 768203  
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**Who:** Karen Parry  
**Role:** PR Communications – freelance  
**Telephone:** 01753 590193  
**Email:** karen.parry@honda-eu.com

**Who:** John Kingston  
**Role:** Government Affairs and Environment Manager  
**Telephone:** 01753 590357  
**Mobile:** 07770 544656  
**Email:** john.kingston@honda-eu.com

**Who:** Fiona Cole  
**Role:** PR Communications Manager, Motorcycles  
**Telephone:** 01753 590141  
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**Who:** Richard Leonard, Agency Brazil  
**Role:** Power Equipment and Cars PR support  
**Telephone:** 01865 725269  
**Mobile:** 07887 568930  
**Email:** richard@agencybrazil.com

**Who:** Maddy Phelps, Agency Brazil  
**Role:** Power Equipment and Cars PR support  
**Telephone:** 01865 725269  
**Mobile:** 07957 490354  
**Email:** maddy@agencybrazil.com

**Operations**  
**Product launches, events, press fleet, brand associations**

**Who:** Sarah Fowler  
**Role:** PR Operations Manager, Cars  
**Telephone:** 01753 590372  
**Mobile:** 07841 363628  
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**Who:** Joanne Coaker  
**Role:** PR Fleet and Launch Executive, Cars  
**Telephone:** 01753 590197  
**Mobile:** 07887 678180  
**Email:** joanne.coaker@honda-eu.com

**Who:** Jason Ryder  
**Role:** Car Technician, Press Workshop

**Who:** John White  
**Role:** Car Technician, Press Workshop

**Who:** Ryan Davison  
**Role:** Car Technician, Press Workshop

**Who:** Mark Pitcher  
**Role:** Press Fleet – delivery and collection

**PR team support**  
**Who:** Linda Beaney  
**Role:** PR Support Executive  
**Telephone:** 01753 590152  
**Email:** linda.beaney@honda-eu.com

Notes

