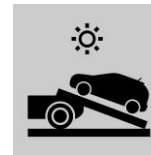
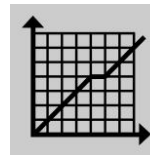
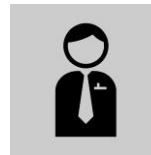
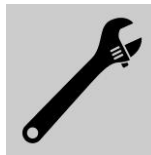


Steve Kirk

Communications Manager, Honda (UK)



Direction



- Same, lovable Jazz – but better
- Listening to feedback
- Improving emissions
- No compromise on practicality
- Continue class-leading reliability
- World's first B-segment hybrid
- Most affordable hybrid in UK
- Honda aims to 'normalise' hybrid

Customer



NCBS	2009	
	Jazz	Sector
Average age	65	55
Ownership	5.4 yrs	4.8 yrs
Income	£34,465	£36,458
Retail volume	77%	65%
Reason for Purchase	Loyalty 36% Durability 33% Styling 20% Economy 15%	Loyalty 36% Styling 34% Price 12% Durability 11%

- Growth in fleet
- General trend for downsizing
- Low mileage, short journeys
- Young families

Improvements

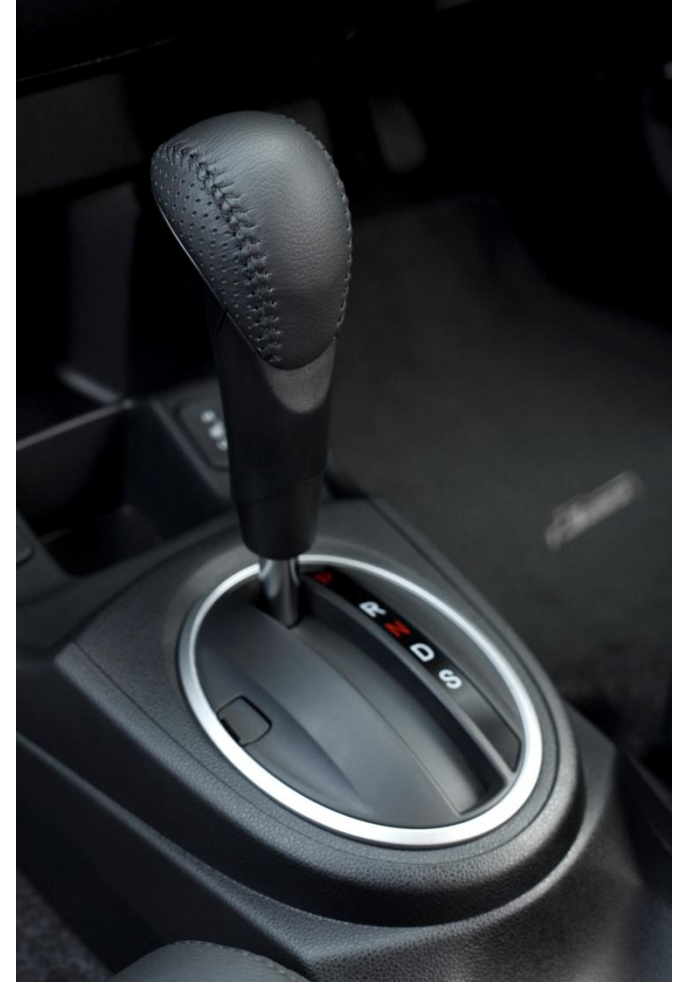


- Ride
- Steering feel
- Interior design/quality
- CVT transmission is back
- Exterior refreshed
- Reduction in drag
- Emissions and fuel economy across the range
- Introduction of hybrid technology

Smoother journeys



- CVT replaces i-SHIFT
- 40% of petrol volume
- Improves emissions
- CVT in Jazz Hybrid taken from Insight
- Hybrid emissions lowest for auto car in segment



Smoother journeys



- Suspension changes to improve ride comfort and refinement
- Damper and spring settings altered
- EPS settings changed to improve on-centre feel



Interior quality



- Still well equipped
- Enhanced trim
- Darker dash material
- Leather upholstery
- Blue dials for Hybrid



Wonderful practical



Emissions/economy



Model	Emissions (g/km)	Combined fuel economy
Honda Jazz 1.2	123	53.3
Honda Jazz 1.4	126	51.4
Honda Jazz 1.4 CVT	125	52.3
Honda Jazz Hybrid	104	62.8
Toyota Auris HSD	89	74.3

Load space



Load space



Auris HSD

Load space

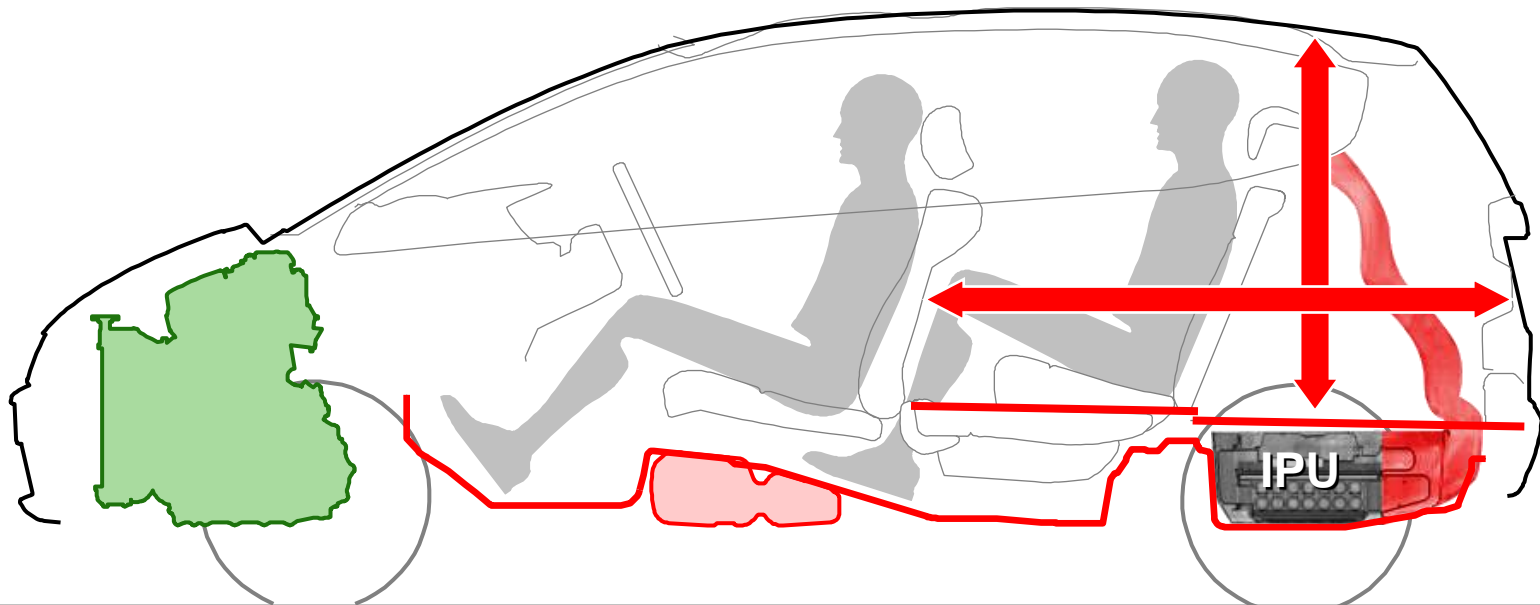


Model	Boot space – seats up (under floor in brackets)	Boot space – seats folded (to roof in brackets)
Honda Jazz 1.4	335 (+64)	883 (1320)
Honda Jazz Hybrid	300 (+3)	883 (1320)
VW Polo Bluemotion	261	n/a (952)
Toyota Auris HSD	227 (+6)	702 (n/a)

Jazz Hybrid



Jazz Hybrid – layout



Layout



Exterior



Advanced & Clean

**Chrome-blue
clear grille**

**Chrome-blue
surround headlights**

**Chrome-plated
Licence-plate garnish**

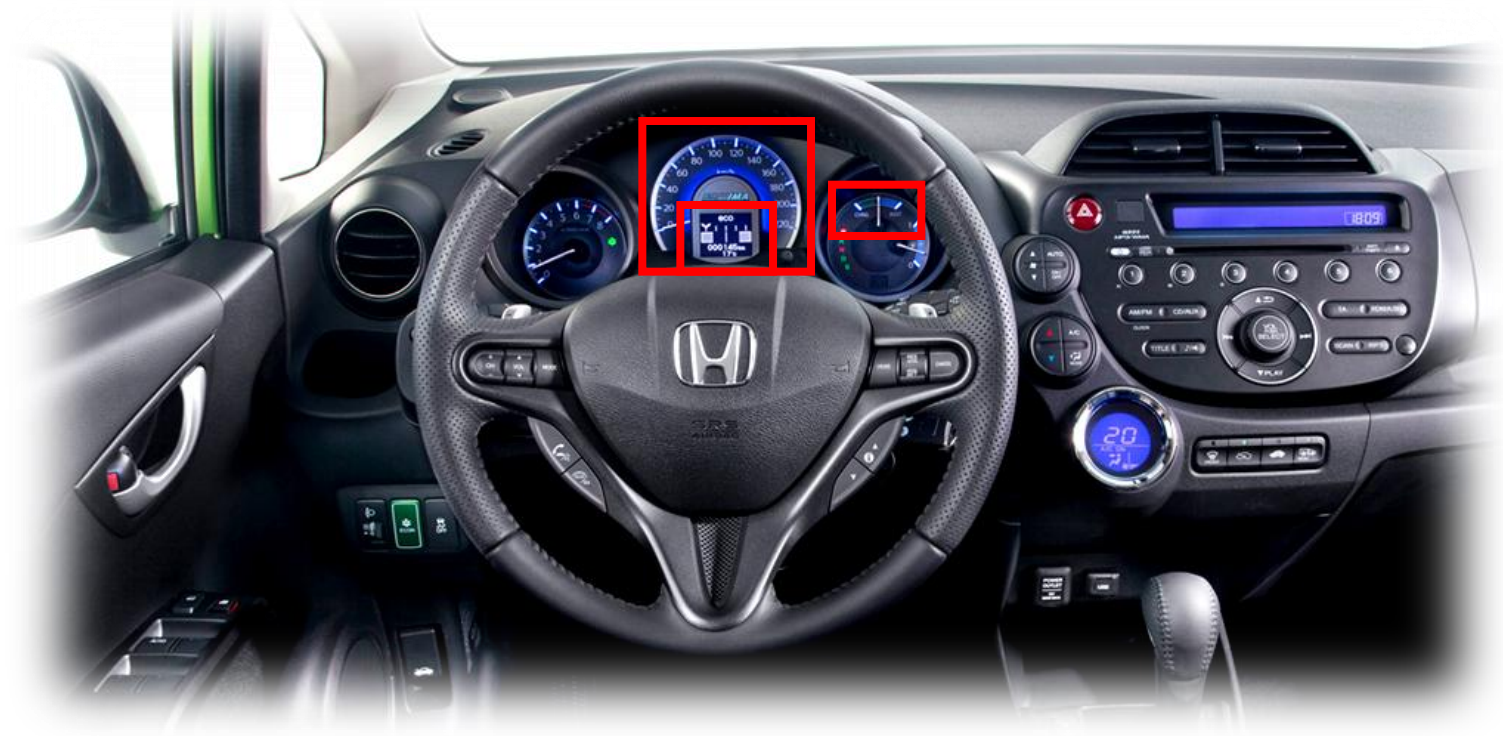
**Chrome-blue
rear combination lights**

**15-inch
Alloy wheel**



HONDA
The Power of Dreams

Dials/gauges



Engine



1.3L i-VTEC + IMA

VCM

(Variable Cylinder Management)

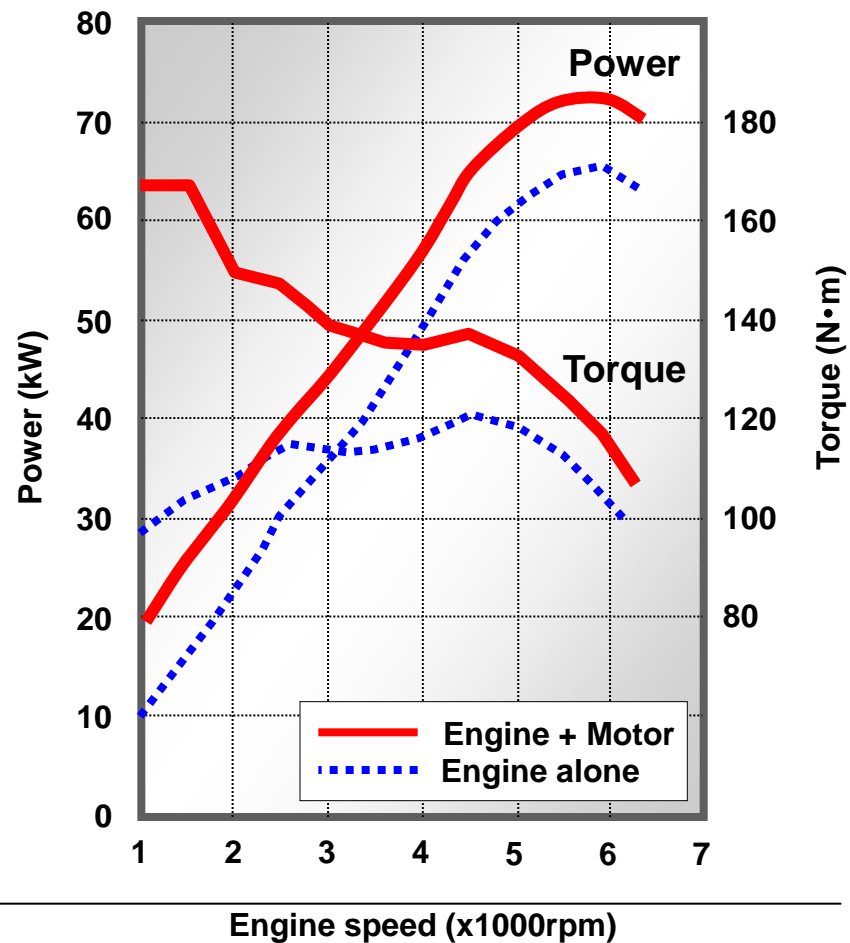
Max. Power: Engine 88 PS / 5,800 rpm
Motor 10 kW (14 PS) / 1,500 rpm

Max. Torque: Engine 121 Nm (12.3 kgf·m) / 4,500 rpm
Motor 78 Nm (8.0 kgf·m) / 1,000 rpm

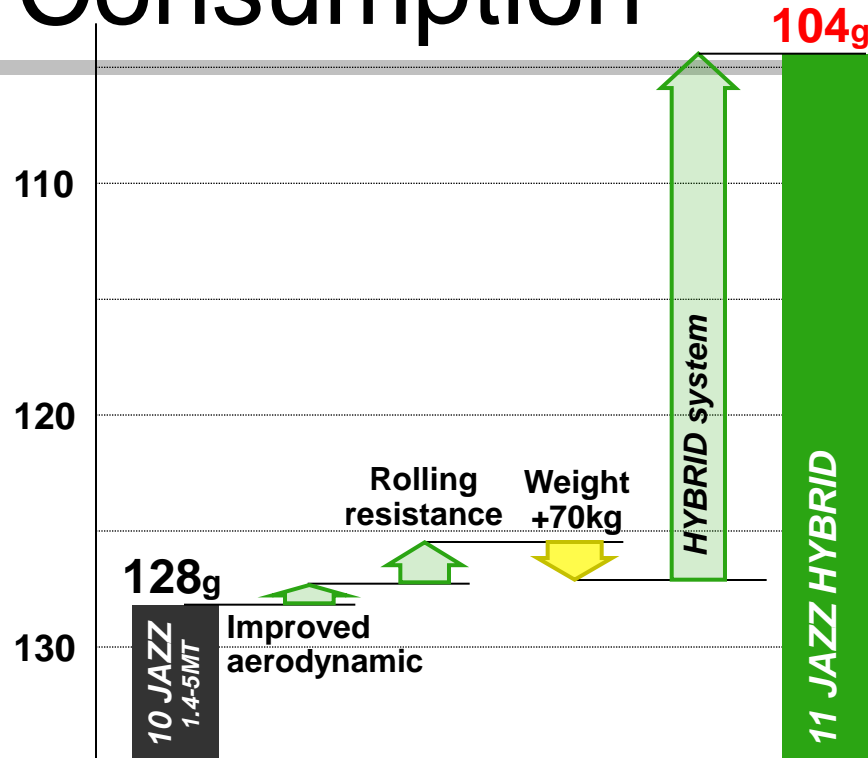
Exhaust Emissions: **EURO 5**

Fuel Consumption: **62.8 mpg**

CO₂ Emissions: **104g / km**



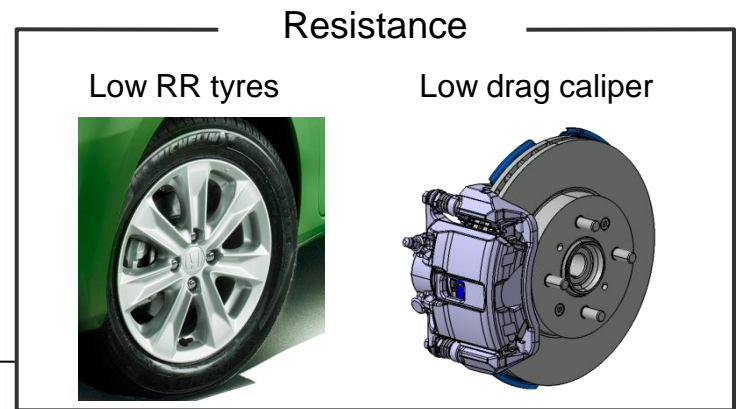
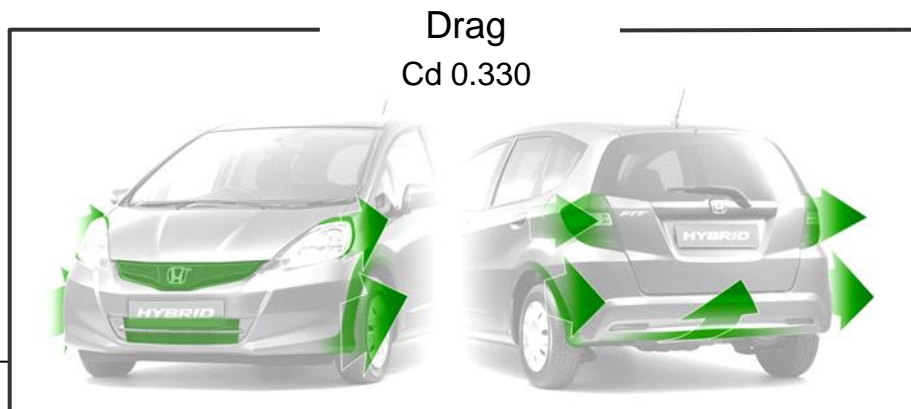
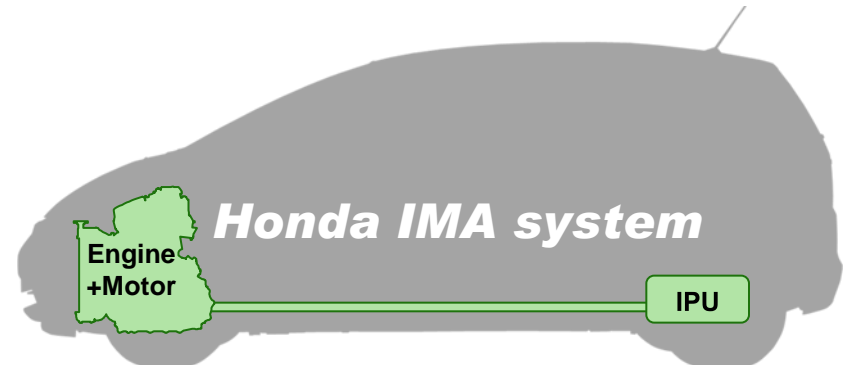
Consumption



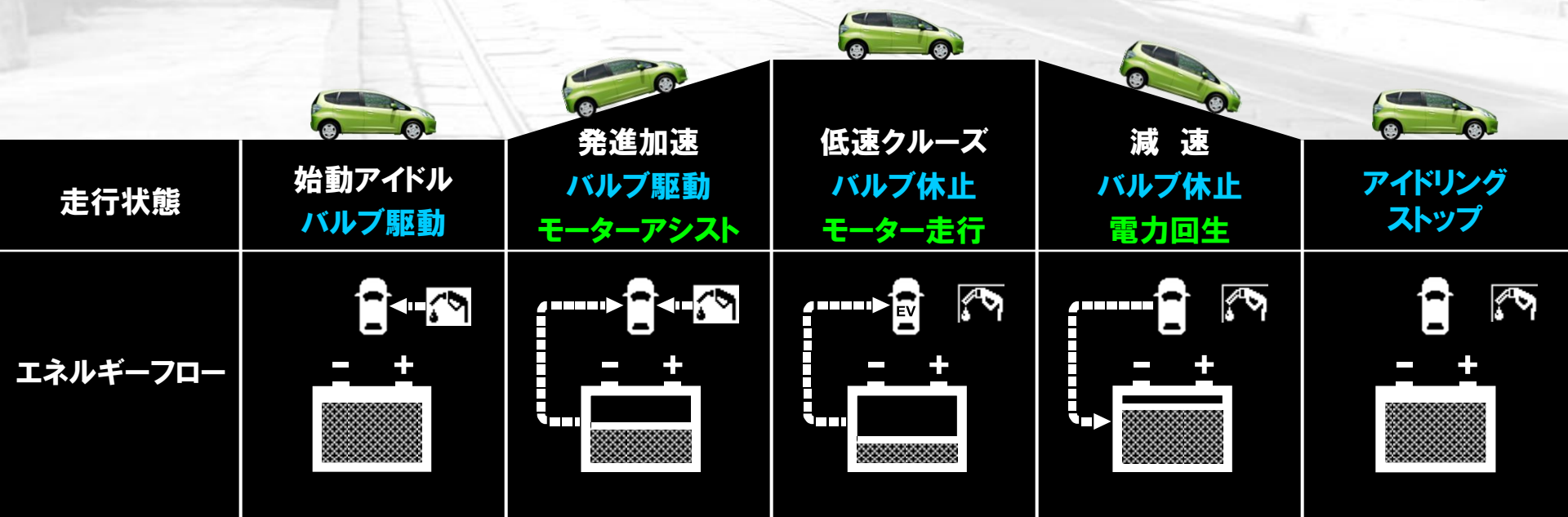
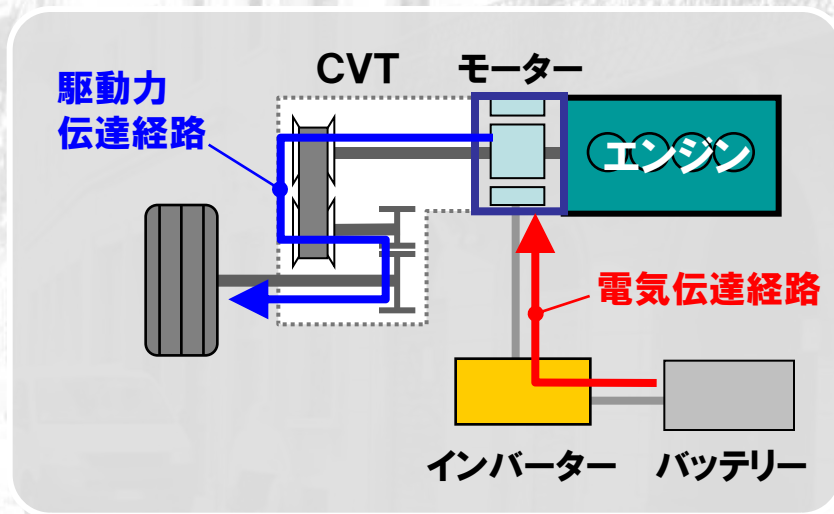
JAZZ HYBRID

Fuel Consumption: **62.8mpg**

CO₂ Emissions: **104g / km**



EV mode engaged in certain conditions



Volumes



Model	Annual sales
Honda Jazz 1.2/1.4	27,000
Honda Jazz Hybrid	3,000

Pricing



Model	OTR Price (from)
Honda Jazz 1.2	£11,295
Honda Jazz 1.4	£13,495
Honda Jazz 1.4 CVT	£14,495
Honda Jazz Hybrid	£15,995
Toyota Auris HSD	£19,138