

## Press Information

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### **Honda Begins Sales of All-New Freed Series including Freed Hybrid and Freed Spike Hybrid Japan's first 5-number class minivan and tall wagon hybrids**

TOKYO, Japan, October 27, 2011—Honda Motor Co., Ltd. today announced it would begin sales of the all-new Freed Hybrid minivan and Freed Spike Hybrid tall wagon at dealerships across Japan on October 28, 2011. Like all models in the acclaimed Freed series, these new hybrids offer a spacious, comfortable interior and a large cargo area in a compact body. Both models will combine a smooth ride with outstanding fuel economy and affordable price, as with any Honda hybrid vehicle. The refreshed Freed and Freed Spike gasoline-engine models will also become available on October 28. Furthermore, Honda will launch a new range of Freed special-needs vehicles on November 25, including a wheelchair-accessible model with a newly developed electric winch, a side lift-up seat model, and a passenger lift-up seat model.

The Freed Hybrid and Freed Spike Hybrid will be Japan's first 5-number class minivan and tall wagon hybrid vehicles.<sup>\*1</sup> Thanks to a combination of advanced packaging technology and Honda's lightweight, compact IMA (Integrated Motor Assist) hybrid system, the new models offer all of the comfort and utility of the Freed series while featuring one of the best fuel economy among 5-number class minivans and tall wagons:<sup>\*2</sup> 21.6 km/L as measured in JC08 mode and 24.0 km/L as measured in 10·15 mode.<sup>\*3</sup> In addition, all hybrid models and front-wheel-drive gasoline engine models of the refreshed lineup qualify for Japan's eco-car tax incentives.

Honda's unique packaging technologies and the lightweight, compact IMA hybrid system is an ideal combination to meet our goals to provide our customers with accessible hybrid technology and a wide range of hybrid vehicle models. Currently in Japan, more than one-third of registered Honda automobiles are hybrid vehicles.<sup>\*4</sup>

\*1 Honda calculations internal data for 5-number class minivans and tall wagons as of September 2011

\*2 Honda calculations internal data for 5-number class minivans and tall wagons as of September 2011

\*3 Testing by Japanese Ministry of Land, Infrastructure, Transport and Tourism

\*4 Honda internal data as of September 2011



Freed Hybrid Just Selection (6-seater)



Freed Spike Hybrid Just Selection

● **Monthly sales target for Freed series (Japan):**

**10,000 units**

### ●Key features of Freed Hybrid and Freed Spike Hybrid

- The hybrid exclusive aerodynamic exterior design expresses the *advanced and clean* concept theme through features such as front grille exclusive to Freed series hybrids and with chrome plated and clear blue paint headlight garnishes similar to other hybrid models.
- The exclusive hybrid digital meters complement the ambient meter, which changes color based on the driving fuel efficiency.
- Combining a 1.5 liter i-VTEC engine and compact and lightweight IMA, the hybrid system offers outstanding fuel economy of 21.6 km/L in JC08 mode and 24.0 km/L in 10·15 mode.
- ECON mode and the Ecological Drive Assist System (Eco Assist), which is designed to help the driver develop and maintain a fuel-efficient driving style, are both standard.
- Front windshield with its sound-insulating glass, and added sound insulation and absorption materials in the body contribute to excellent interior quietness.
- Vehicle Stability Assist (VSA), which contributes to stable driving and reduced driver's burden, and Hill Start Assist are both standard.
- All seats feature 3-point ELR seat belts.
- In the Freed Hybrid, the seat legs have been specially designed to accommodate the extra floor height required for the IMA battery, resulting in cabin space equal to that of the gasoline-engine Freed.
- Both 6- and 7-seater Freed Hybrid models are now equipped with a two passenger third row seating, ensuring ample space for both occupants.
- In the Freed Spike Hybrid, the reversible cargo floor panels have been specially designed to accommodate the extra floor height required for the IMA battery, resulting in cargo area space in full flat mode equal to that of the gasoline-engine Freed Spike.

### ●Key updates to Freed

- All Freed gasoline models (both 6 and 7 passenger models) are now equipped with a two passenger third row seating instead of the three passenger seats. The newly equipped seating offers ample space for all occupants within the vehicle.
- Armrests are added help provide extra comfort to occupants in all seats (on select models).
- VSA, which contributes to stable driving and reduced driver's burden, and Hill Start Assist are both standard.
- All seats feature 3-point ELR seat belts.
- Rear combination lights (LED stop and taillights) feature chrome plating and clear coating.
- Chrome headlight garnishes (on G and G Just Selection types) add a stylish touch.
- G Aero Type features an exclusive chrome-plated grille that gives a dynamic impression, dark chrome headlight garnishes and special front and rear bumpers that make the model appear wider and more aerodynamic.

### ●Key updates to Freed Spike

- Armrests are now standard on the driver seat and available for the front passenger on select types (G Just Selection, G Aero, Hybrid Just Selection types).
- VSA, which contributes to stable driving and reduced driver's burden, and Hill Start Assist are both standard.
- All seats feature 3-point ELR seat belts.
- On all models, ECON mode is standard, delivering fuel economy of 16.6 km/L in JC08 mode and 17.0 km/L in 10·15 mode.\*<sup>5</sup>

\*<sup>5</sup> Testing by Japanese Ministry of Land, Infrastructure, Transport and Tourism

## ● Honda InterNavi System and Linkup Free

- The Linkup Free service provides free communication data service<sup>\*6</sup> for InterNavi LINC Premium Club members.
- The Linkup Free device uses Softbank's 3G<sup>\*7</sup> network for high-speed data transmission across a broad area.

<sup>\*6</sup> Linkup Free provides free data transmission only with exclusive included device

<sup>\*7</sup> Third-generation wireless network from Softbank Mobile Corp.

## ● Special-needs vehicles

Three Freed special-needs vehicles: the wheelchair-accessible Freed, Freed with side lift-up seat and Freed with passenger lift-up seat, offer spacious interior, a low and flat floor and large door and tailgate openings allowing easier ingress and egress into the vehicles and facilitating vehicle operations. The wheelchair-accessible Freed offers Honda's first electric winch, and the Freed with side lift-up seat offer electric slide and recline functions. A remote control to operate special-needs systems is standard equipment in all three models, which offer comfort and convenience for both caregivers and care recipients alike.

### Wheelchair-accessible Freed

- Honda's first electric winch allows any care recipient in a wheelchair for easy ingress and egress from the vehicle. The winch pulls the wheelchair into the vehicle through the tailgate area at a constant rate of speed, regardless of occupant weight or body angle.
- The lift operation switch has been relocated from the driver's seat to the tailgate for easier control.
- Applied standard, the remote control facilitates caretaker's winch operations while supporting the wheelchair by gripping the handle.

### Freed with passenger lift-up seat

- In addition to the passenger seat switch, a remote control is now standard, facilitating operation of the full electronically-controlled passenger lift-up seat from a distance, for both seat rotation and elevation.

### Freed with side lift-up seat

- In addition to the switch located on the left side of the second row seats, a remote control is now standard, facilitating operation of the full electronically-controlled passenger lift-up seat from a distance, for both seat rotation and elevation.
- The lift-up seat is equipped with a power slide and recline feature, for further convenience.



Wheelchair-accessible Freed X

### Origin of names "Freed" and "Freed Spike"

- The name "Freed" originates from the word "freedom" and also combines the meanings of "free" and "do" resulting in a vehicle designed without the restrictions of conventional thinking or standard practices.
- The name "Freed Spike" combines "Freed" with "spike" (as in spiked shoes) to characterize the vehicle's toughness, functionality and playful athletic spirit.

# ●Manufacturer's suggested retail price

Freed

◎ Indicates model shown in photo

| Type                  | Occupants | Engine             | Trans mission | Drive | Price (incl. consumption tax) | Price (before tax) |  |
|-----------------------|-----------|--------------------|---------------|-------|-------------------------------|--------------------|--|
| G                     | 6         | 1.5 L i-VTEC       | CVT           | FWD   | ¥1,698,000                    | ¥1,617,143         |  |
|                       |           |                    | 5AT           | 4WD   | ¥1,897,000                    | ¥1,806,667         |  |
| G Just Selection      | 6         |                    | CVT           | FWD   | ¥1,850,000                    | ¥1,761,905         |  |
|                       |           |                    | 5AT           | 4WD   | ¥2,049,000                    | ¥1,951,429         |  |
|                       | 7         |                    | CVT           | FWD   | ¥1,881,500                    | ¥1,791,905         |  |
|                       |           |                    | 5AT           | 4WD   | ¥2,080,500                    | ¥1,981,429         |  |
| G Aero                | 6         |                    | CVT           | FWD   | ¥2,100,000                    | ¥2,000,000         |  |
|                       |           |                    | 5AT           | 4WD   | ¥2,299,000                    | ¥2,189,524         |  |
|                       | 7         |                    | CVT           | FWD   | ¥2,131,500                    | ¥2,030,000         |  |
|                       |           |                    | 5AT           | 4WD   | ¥2,330,500                    | ¥2,219,524         |  |
| Hybrid                | 6         | 1.5 L i-VTEC + IMA | CVT           | FWD   | ¥2,149,000                    | ¥2,046,667         |  |
| Hybrid Just Selection | 6         |                    |               |       | ¥2,295,000                    | ¥2,185,715         |  |
|                       | 7         |                    |               |       | ¥2,326,500                    | ¥2,215,715         |  |

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Freed Spike

| Type                  | Occupants | Engine             | Trans mission | Drive | Price (incl. consumption tax) | Price (before tax) |
|-----------------------|-----------|--------------------|---------------|-------|-------------------------------|--------------------|
| G                     | 5         | 1.5 L i-VTEC       | CVT           | FWD   | ¥1,698,000                    | ¥1,617,143         |
|                       |           |                    | 5AT           | 4WD   | ¥1,897,000                    | ¥1,806,667         |
| G Just Selection      |           |                    | CVT           | FWD   | ¥1,850,000                    | ¥1,761,905         |
|                       |           |                    | 5AT           | 4WD   | ¥2,049,000                    | ¥1,951,429         |
| G Aero                |           |                    | CVT           | FWD   | ¥2,100,000                    | ¥2,000,000         |
|                       |           |                    | 5AT           | 4WD   | ¥2,299,000                    | ¥2,189,524         |
| Hybrid                | 5         | 1.5 L i-VTEC + IMA | CVT           | FWD   | ¥2,149,000                    | ¥2,046,667         |
| Hybrid Just Selection |           |                    |               |       | ¥2,295,000                    | ¥2,185,715         |

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## Special needs vehicles

| Type                              |        | Occupants | Engine       | Trans mission | Drive      | Price (incl. consumption tax) | Price (before tax) |
|-----------------------------------|--------|-----------|--------------|---------------|------------|-------------------------------|--------------------|
| Freed with side lift-up seat      | X      | 4         | 1.5 L i-VTEC | CVT           | FWD        | No consumption tax            | ¥2,152,000         |
|                                   | X Aero |           |              | 5AT           | 4WD        |                               | ¥2,341,000         |
|                                   |        |           |              | CVT           | FWD        |                               | ¥2,391,000         |
|                                   | 5AT    |           |              | 4WD           | ¥2,580,000 |                               |                    |
| Freed with passenger lift-up seat | G      | 6         |              | CVT           | FWD        |                               | ¥2,170,000         |
|                                   | G Aero |           |              |               |            |                               | ¥2,409,000         |
| Wheelchair-accessible Freed       | X      | 4*8       |              |               |            |                               | ¥2,332,000         |
|                                   | G      | 6*8       |              |               |            |                               | ¥2,372,000         |

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\*8 Accommodates five occupants when wheelchair is in use

- Prices are for reference only and do not include insurance, taxes (except consumption tax), registration or other fees.
- In accordance with Japan's automobile recycling law, a separate recycling fee will be levied. The recycling fee includes a recycling deposit (to cover expenses required to recycle shredder dust, air bags and fluorocarbons, plus an information management fee) and a capital management charge.
- Additional charge of ¥31,500 (¥30,000 before consumption tax) applies for these exterior colors: Premium Blue Opal Metallic, Super Platinum Metallic, Premium Blackish Pearl and Premium White Pearl.
- For the special needs vehicles, additional charge of ¥30,000 (no consumption tax) applies for the Super Platinum Metallic, Premium Blackish Pearl and Premium White Pearl body colors.
- Wheelchair-accessible models and models equipped with a passenger lift-up seat are designated special-equipment vehicles.

### ○Eight body colors (including three new colors):

Premium Blue Opal Metallic (new), Super Platinum Metallic (new), Cobalt Blue Pearl (new), Premium White Pearl, Alabaster Silver Metallic, Polished Metal Metallic, Premium Blackish Pearl, Cool Turquoise Metallic

### ○Six special-needs vehicle body colors:

Super Platinum Metallic (new), Cobalt Blue Pearl (new), Premium White Pearl, Alabaster Silver Metallic, Polished Metal Metallic, Premium Blackish Pearl

### ○Two interior colors: Black, Gray

Publicity materials relating to the Freed series are available for download at  
<http://www.hondanews.info/en/>  
 (This site is intended exclusively for the use of journalists.)