

2003 Honda

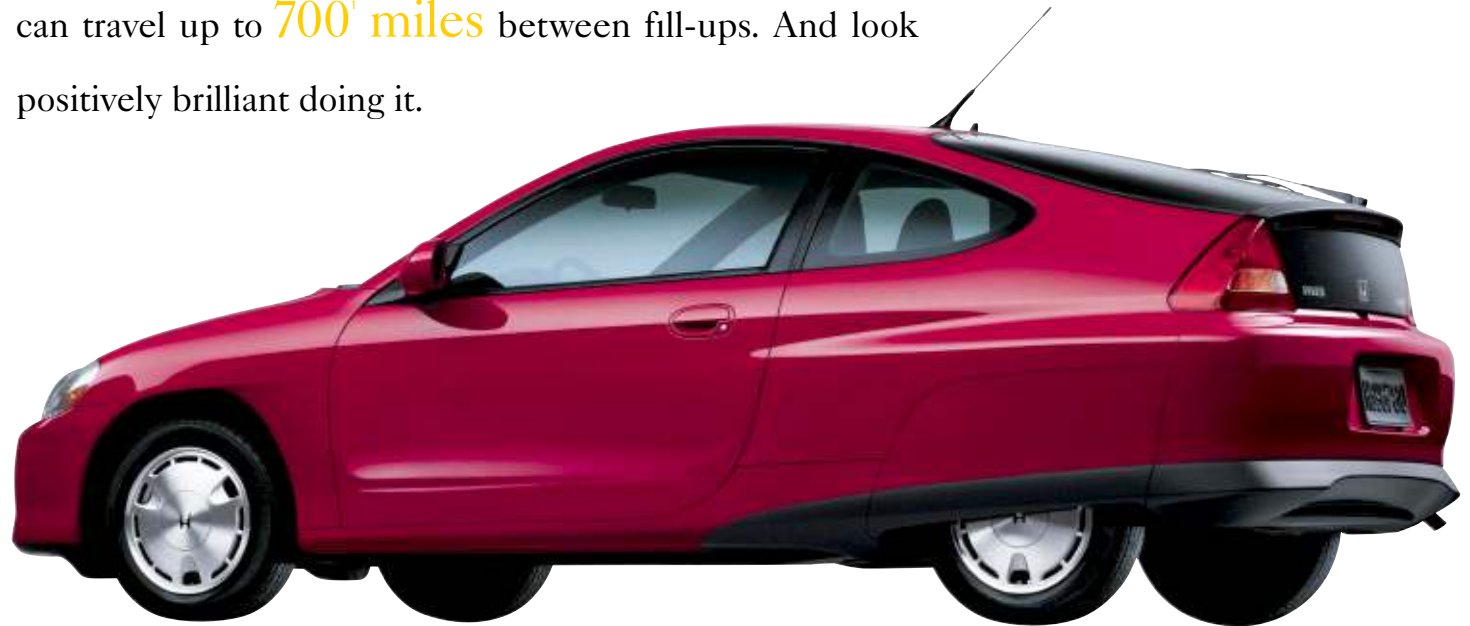
INSIGHT



YOU CAN SEE ITS INTELLIGENCE
FROM A MILE AWAY

Honda innovation has driven the development of a long line of vehicles celebrated for their excellence of performance, efficiency and quality. But few vehicles proclaim their advanced technologies with such stunningly distinctive style as the 2003 Honda Insight. Its sleek aerodynamics combine with various breakthroughs to let this first-in-America hybrid get the best-in-America mileage of 68 mpg.^{1,2} Which means that you can travel up to 700¹ miles between fill-ups. And look positively brilliant doing it.

68 mpg



The Honda Integrated Motor Assist (IMA™) System teams an efficient, 1.0-liter VTEC®-E (variable valve timing and lift electronic control) 3-cylinder engine with an ultra-thin yet powerful **electric motor**. This boosts torque output at very low rpms, for immediate response where



you'll really feel it. Then the motor turns into a generator to recapture kinetic energy and recharge Insight's **battery pack** automatically. Both the engine and the standard, easy-shifting 5-speed manual transmission feature remarkably effective friction-reduction measures.

[1] Starting. Usually, the IMA System's powerful **electric motor** functions as Insight's starter motor, drawing its current from the nickel-metal hydride (Ni-MH) battery pack. But if the charge level of the battery pack is too low, there's a backup system that uses a more conventional starter and battery to fire up the engine.



[2] Acceleration. From a standing start and whenever required, the IMA electric motor adds its ample torque to that of the **gasoline engine**. So you get the kind of response you'd expect from a much bigger engine by itself. The assist indicator shows the motor is helping out, drawing current from the battery pack.



[3] Cruising. When you reach a steady speed, the electric motor stops providing extra torque, and the ultra-fuel-efficient² **1.0-liter VTEC-E** engine takes care of your propulsion needs. And as the charge indicator shows, the electric motor has automatically turned into a generator to begin recharging the batteries as needed.



[4] Braking. This is where the system's regenerative braking gets serious. The **motor-turned-generator** taps into the Insight's kinetic energy, converting motion into electrical current that flows back into the battery pack. Here, the indicator will display a state of maximum charging.



[5] At a stop. An amazingly efficient thing typically happens when you come to a halt: the engine stops. The **idle-stop** feature means Insight isn't using a drop of fuel, or making a particle of emissions. When it's time to move, the engine starts up again automatically. And off you go.

IT DOESN'T EVEN HAVE
A PLUG TO PLUG IN

Very early in your relationship with the Insight, you're sure to ask, "Why doesn't everyone make cars like this?" Because while you're out zipping around and having fun, you realize how easy it is to save fuel and help keep our air cleaner. You just drive Insight like any other car and let it



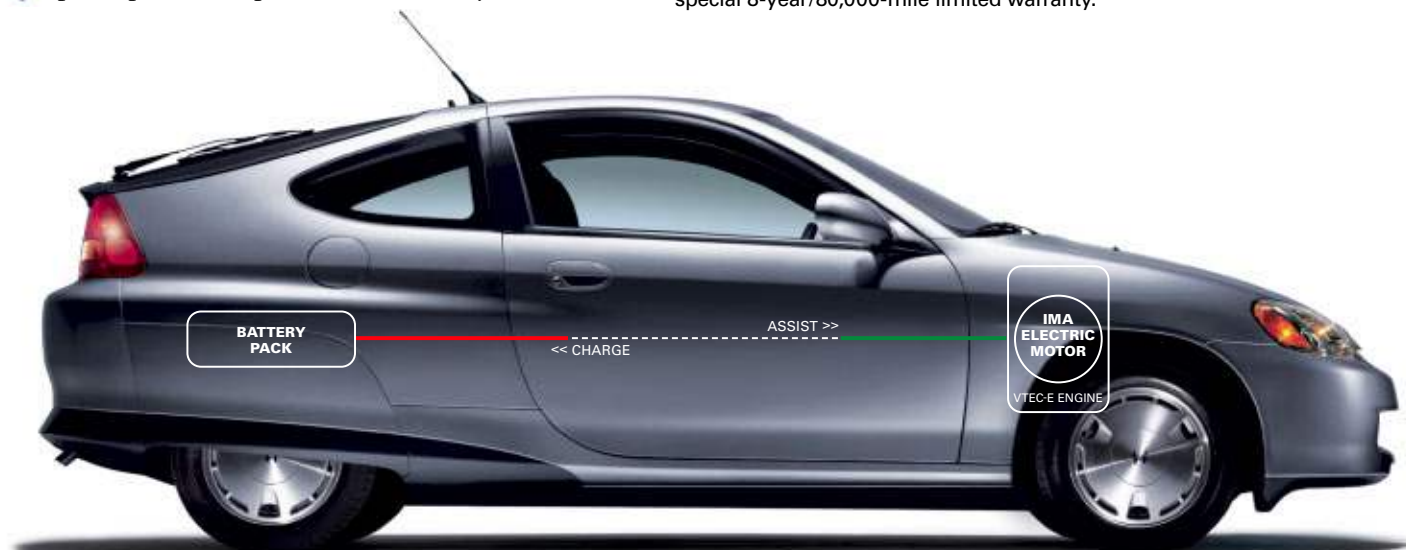
take care of business. It even helps you drive smarter, with a shift prompter¹ for optimum economy.

WHAT EXACTLY IS A HONDA HYBRID POWERTRAIN?

It's a highly efficient gasoline engine paired with an ultra-lightweight and compact electric motor. During acceleration, the motor assists the engine to provide instant response. And while braking, the motor becomes a generator to recapture energy from the car's motion and turn it back into electricity for the system's battery pack.

DO I HAVE TO PLUG IT IN LIKE AN ELECTRIC CAR?

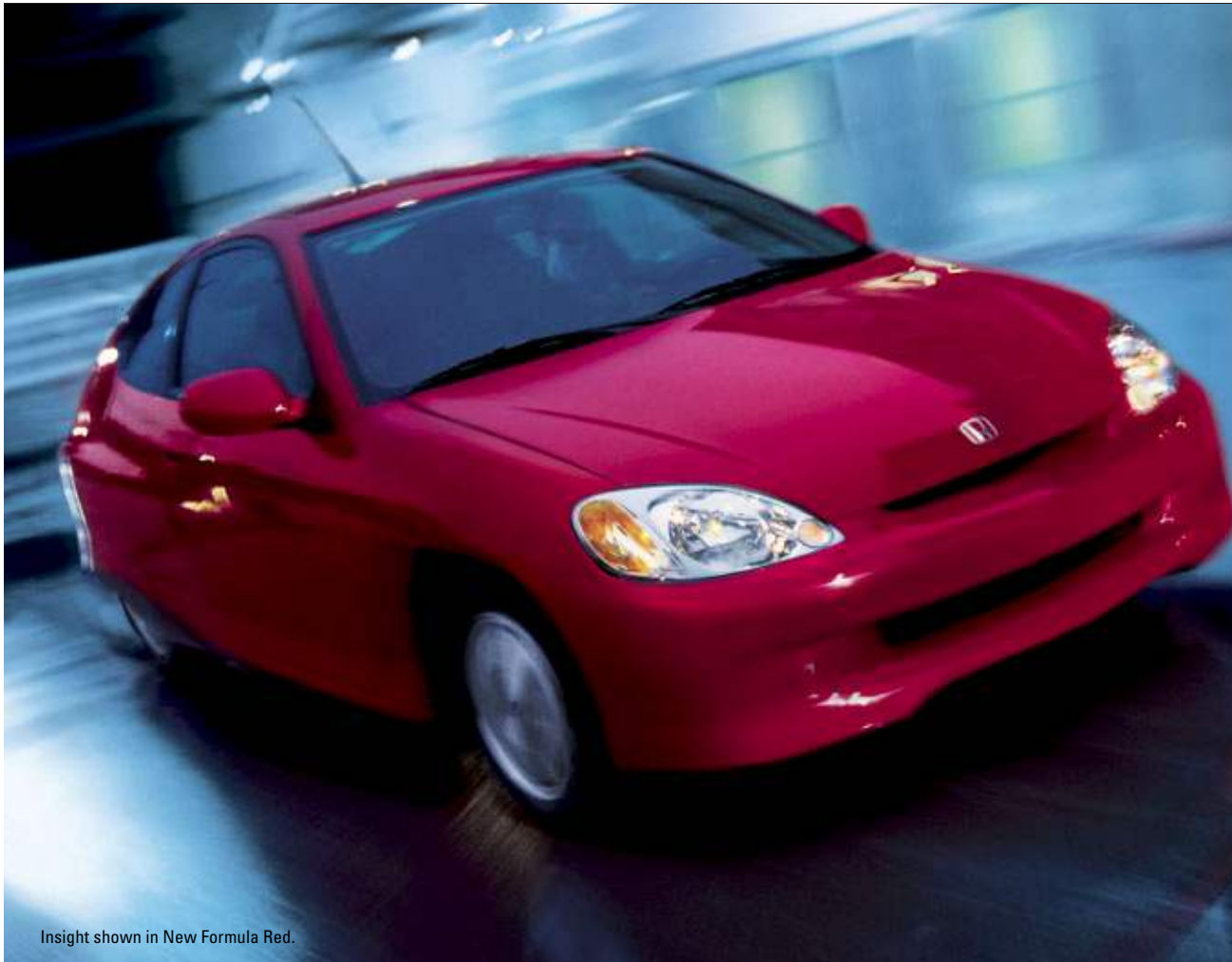
Nope. Never. Since the Insight's recharging system is totally self-sufficient, the car will automatically take care of charging its own batteries while you're driving. And unlike a totally electric car, the Insight doesn't have to lug around a huge load of bulky, heavy batteries—so it handles like the lightweight, fun-to-drive coupe that it is. Plus, the Insight's nickel-metal hydride (Ni-MH) battery pack is covered by a special 8-year/80,000-mile limited warranty.⁴



FAQs

IS THERE ANYTHING SPECIAL I HAVE TO DO?

You'll just have to enjoy saving money, getting terrific gas mileage² and making fewer visits to your favorite gas station. Oh, and you'll have to get used to breathing air that's a little cleaner.³ And for maintenance or repairs, you'll simply have to take your Insight in to your local Honda dealer—or any Honda dealer—for expert, experienced hybrid-vehicle service. Is that special?



Insight shown in New Formula Red.

At the heart of the Insight's amazing fuel economy² is its **hybrid** powertrain that combines a lively 3-cylinder engine with a torquey electric motor for quick response. But you never plug it in, because the car recharges itself while you're driving. A lightweight **alloy chassis** and sleek aerodynamics—its smooth 0.25 coefficient of drag is among the world's lowest—contribute to its fun-to-drive nature. And since it's a Honda, you can be sure its **low emissions**³ are Earth-friendlier. So you can enjoy Insight for its good looks and its great talents.

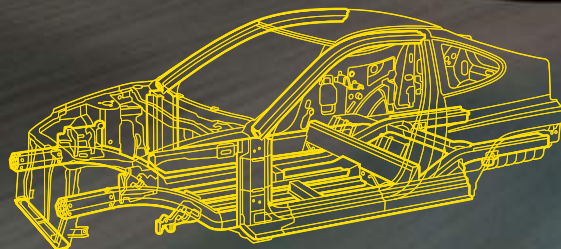


If you favor driving a car with an automatic transmission, the Insight can accommodate you. Simply choose the available **CVT** (continuously variable transmission). An engineering marvel unto itself, the CVT offers smooth, stepless power delivery thanks to the infinite variability of its gear ratios. If you want to “downshift” for added power, just push the S button on the steering wheel. And revel in the performance of the most **fuel-efficient** automatic car in America.²



THERE'S NOTHING STRONGER
THAN A POWERFUL IDEA

BIG BRAINS MAKE FOR BIG BRAWN. The forward thinking of the Insight's design extends to its chassis. Though extremely lightweight, its structure is also remarkably strong. And Insight employs Honda's innovative G-Force Control Technology (G-CON) to create a design that puts every body component to work in helping absorb impact energy—including the suspension, wheels and even the spare tire.



Strength from within. The Insight's structure features a rigid, **box-section cabin floor** and dual side-impact door beams to help prevent intrusion into the cabin space in an accident. For additional strength, massive reinforced hexagonal frame extrusions are used. **Front and rear crush zones** built into the body are designed to help absorb the energy of an impact in a controlled manner.

Insight shown in Silverstone Metallic.

Many of the characteristics of the Insight that help make it so lightweight and efficient also contribute to making it so fun to drive. It slices around corners with ease, thanks to its **highly responsive suspension**, using a pair of MacPherson struts up front and a torsion-beam design in back. Precise rack-and-pinion steering is aided by Insight's variable **Electric Power Steering (EPS)** that helps provide boost at low speeds without sacrificing road feel. To help retain steering control during hard stopping, 4-wheel ABS comes standard. Other safety features include **dual front airbags (SRS)***. And Insight's 3-point seat belts use pretensioners to help remove belt slack and load-limiters to help prevent excess pressure after a sufficient impact.

*Honda reminds you and your passengers to always buckle up.

WHO KNEW BEING GOOD
COULD FEEL SO FINE?



Insight instrument panel shown with available automatic climate control.

When you slip into the formfitting bucket seats and grab the sporty, 3-spoke steering wheel, any notion of “economy car” goes right out the power windows. Insight’s exquisitely designed ergonomics and electronic instruments impart a sense of total comfort and control.

Smooth.

55 mph

74.7 mpg 000817
0 50 100 150

The Insight's long list of interior amenities is yet one more amazing story.

It includes abundant room and comfort for two adults. Available³ automatic air conditioning featuring an air-filtration system. An AM/FM/cassette audio system. Power windows with driver's auto-down feature. Plus power door locks and a remote entry system. And quick-reading gauges give you up-to-the-second data. They include a cool digital trip computer to help you keep track of Insight's dazzling fuel economy.²



Just bring it. Lift the wide-opening hatch and imagine what you could take along in the **16.3 cu. ft.**⁶ of cargo space. There's a hidden storage well, plus handy bins and pockets inside. And up front, a pair of beverage holders stands ready.

Specifications and Features

Engineering	MT	CVT
Engine Type	In-Line 3-Cylinder	In-Line 3-Cylinder
Engine Block/Cylinder Head	Aluminum-Alloy	Aluminum-Alloy
Displacement (cc)	995	995
Horsepower @ rpm (SAE net/with IMA™)	67 @ 5700/73 @ 5700	65 @ 5700/71 @ 5700
Torque (lb.-ft. @ rpm/with IMA)	66 @ 4800/79 @ 1500	65 @ 4800/89 @ 2000
Bore and Stroke (mm)	72 x 81.5	72 x 81.5
Compression Ratio	10.8:1	10.3:1
Valve Train	12-Valve SOHC VTEC®-E	12-Valve SOHC VTEC®-E
Multi-Point Fuel Injection	Lean-Burn	•
Idle-Stop Feature	•	•
Front-Wheel Drive	•	•
Emissions Rating	ULEV ³	SULEV ³
Direct Ignition System with Immobilizer	•	•
105,000-Mile Tune-Up Interval*	•	•
Electric Motor/Generator		
Permanent Magnet Motor	•	•
Power Output	10 kW @ 3000 rpm	10 kW @ 3000 rpm
Motor Width (mm)	60	60
Electric Power Storage		
Nickel-Metal Hydride (Ni-MH) Battery	•	•
Output	144v (120 cells @ 1.2v)	144v(120 cells @ 1.2v)
Rated Capacity	6.5 Ah	6.5 Ah
Transmission		
5-Speed Manual Transmission	•	
Continuously Variable Transmission (CVT)		•
Body/Suspension/Chassis		
Rigid Aluminum-Body Construction	•	•
MacPherson Strut Front Suspension	•	•
Torsion-Beam Rear Suspension	•	•
Stabilizer Bar (mm, front)	17.3	17.3
Electric Power-Assisted Rack-and-Pinion Steering (EPS)	•	•
Steering Wheel Turns, Lock-to-Lock	3.32	3.32
Steering Ratio	16.4	16.4
Turning Diameter, Curb-to-Curb (ft.)	31.4	31.4
Power-Assisted Ventilated Front Disc/ Rear Drum Brakes (in., front/rear)	9.1/7.1	9.1/7.1
Anti-Lock Braking System (ABS)	•	•
Wheels	14" Lightweight Alloy	14" Lightweight Alloy
Low-Rolling-Resistance All-Season Tires	P165/65 R14 78S	P165/65 R14 78S
EPA Mileage Estimates ² /Fuel Capacity		
5-Speed Manual (City/Highway)	61/68	
Continuously Variable Transmission (CVT) (City/Highway)		57/56
Fuel (gal.)	10.6	10.6
Required Fuel	Regular Unleaded	Regular Unleaded

*Does not apply to fluid and filter changes. See your owner's manual for details.

Interior Measurements	MT	CVT
Headroom (in., front)	38.8	38.8
Legroom (in., front)	42.9	42.9
Shoulder Room (in., front)	50.5	50.5
Hiproom (in., front)	48.7	48.7
Cargo Volume ⁶ (cu. ft.)	16.3	16.3
Maximum Permissible Payload ⁷ (lbs.)	400	400
Passenger Volume (cu. ft.)	47.4	47.4
Rear Hidden Storage Well (cu. ft.)	2.0	2.0
Exterior Measurements		
Wheelbase (in.)	94.5	94.5
Length (in.)	155.1	155.1
Height (in.)	53.3	53.3
Width (in.)	66.7	66.7
Track (in., front/rear)	56.5/52.2	56.5/52.2
Curb Weight (lbs.)	1847 (1878) ⁸	1967
Exterior Features		
Body-Colored Dual Power Mirrors	•	•
Impact-Absorbing Body-Colored Bumpers	•	•
Aerodynamic Rear Fender Skirts	•	•
Remote Entry System	•	•
2-Speed/Intermittent Windshield Wipers	•	•
Rear Window Wiper/Washer	•	•
Comfort & Convenience		
Automatic Climate Control with Air-Filtration System	Available	•
Power Windows with Auto-Down Driver's Window	Illuminated Switch	Illuminated Switch
Power Door Locks	•	•
Beverage Holders	•	•
Passenger-Side Seatback Pocket	•	•
Lockable Glove Compartment	•	•
Rear-Center Net Pocket	•	•
Rear Hidden Storage Well	•	•
12-Volt Accessory Outlet	•	•
Rear Window Defroster with Timer	•	•
Audio Systems		
AM/FM/Cassette Audio System with 2 Speakers and Clock	•	•
Instrumentation		
Electronic Instrument Display	•	•
Idle-Stop Indicator Light	•	•
Digital Odometer and Digital Trip Meters (2)	•	•
Digital Fuel-Mileage Indicators	•	•
IMA Charge and Assist Indicators	•	•
Economy Shift Indicator	•	
Battery Charge Indicator	•	•
Safety		
Front 3-Point Seat Belts with Automatic Tensioning System	•	•
Dual Front Airbags (SRS)	•	•
Immobilizer Theft-Deterrent System	•	•
Dual Side-Impact Door Beams	•	•



See your Honda dealer for the complete line of Insight accessories.

HONDA Whether you buy or
Financial Services lease a Honda, **Honda Financial Services** can assist you with the process. Ask your dealer which lease or purchase plan best suits your needs.

H HONDA **Honda Care™** is a com-
Care prehensive and affordable
vehicle and travel protec-
tion plan that is backed by Honda reliability,
service and parts. See your dealer for details.

¹Manual-transmission model only. ²Based on 2003 EPA mileage estimates. Use for comparison purposes only. Actual mileage may vary. ³Manual-transmission model is California Air Resources Board (CARB) ULEV-certified for CA, MA, ME, NY and VT; LEV-rated in the rest of the country. CVT model is CARB SULEV-certified for CA, MA, ME, NY and VT; Bin 5-rated in the rest of the country. ⁴Limited warranty. See dealer for details. ⁵Standard on CVT model. ⁶Based on manufacturer's measurement. ⁷Includes occupants and cargo. ⁸Without (with) air conditioning. ***3-Year/36,000-Mile Limited Warranty:** Ordinary maintenance or adjustments, parts subject to normal wear and replacement, and certain items are excluded. See your Honda dealer for terms and conditions of this limited warranty. **Always use seat belts. The passenger's airbag poses serious risk to children, so Honda strongly recommends that you do not carry any child in this car. See the owner's manual for more details.** Specifications, features, illustrations and equipment shown in this brochure are based upon the latest available information at the time of printing. Although descriptions are believed to be correct, accuracy cannot be guaranteed. American Honda Motor Co., Inc., reserves the right to make changes at any time, without notice or obligation, in colors, specifications, accessories, materials and models. Some features mentioned here in are not available in all areas. See your Honda dealer for details. Some vehicles may be shown with optional equipment. Available = Optional. Honda, the H-mark symbol, Honda Care, IMA and VTEC are trademarks of Honda Motor Co., Ltd. ©2002 American Honda Motor Co., Inc.



Insight shown in Silverstone Metallic.



Accord Sedan



Civic Sedan



Civic Hybrid



S2000



Accord Coupe



Civic Coupe



Civic Si



Element (Winter 2002; prototype shown.)



CR-V



Pilot



Odyssey