



2010
Honda **FIT**



COLOSSUS OF CAPABILITY!

It commands respect. And admiration. An urban accomplice housed in five doors. Turn the key and 1.5 liters of pent-up energy spring into action. Change up the seating and challenges back down. This is Fit. A city's greatest champion.



Fit Sport shown in Orange Revolution Metallic.



SUPER SIPPER!

With a rating of 28 mpg city and 35 mpg highway,*¹ life suddenly changes. Commutes become more pleasant. Saturday errands are no longer the chore they once were. And your wallet? Why, it feels fuller, more substantial in your pocket or purse. Maximum satisfaction. Minimum cost.

*Fit with 5-speed automatic transmission only.

Fit Sport shown in Storm Silver Metallic.

ASPHALT TRACKER!

It's instinctive and responsive. Punch in an address and almost instantly the available Honda Satellite-Linked Navigation System™² with voice recognition will point you in the right direction. Voice prompts actually give you turn-by-turn instructions. But what if you're looking for a place to go? Fit has over 7 million suggestions in its huge database.* And since voice recognition also controls most navigation- and audio-system functions, you can confidently drive to your destination without taking your hands off the wheel.

*Some roads unverified. Please see your Honda dealer for details.

LONG-DISTANCE CRUISIN'

Fit Sport's cruise control was made for road trips. Simply set the system using the steering wheel-mounted controls and off you go.

NO CUP RUNNETH OVER

With 10 beverage holders, cleanliness and proper hydration go without saying.



COMFORT IS PERSONAL

Power windows, mirrors and door locks may be unexpected. Supportive seats may be uncommon. But a tilt and telescopic steering column? Here, it's all about adjusting to you.



Fit Sport shown with Black Fabric and available Honda Satellite-Linked Navigation System.²

THE POSSE FACTOR!

Friends. Family. Pets. Stuff. They all come with you. So why not give them their space? With Fit's 2nd-row Magic Seat®, you can create multiple seating configurations that'll accommodate practically any situation. And if you and four of your posse decide to head out, Fit can accommodate them too. Comfortably seating five with more than 20 cubic feet of storage in the back.

TALL MODE

Ready for some magic? Flip up Fit's 2nd-row Magic Seat and presto—over 4 feet of space from floor to ceiling. And as tempting as it may be to see how many friends you can fit in a Fit, this space is reserved for non-human cargo only.

UTILITY MODE

Ditch the delivery truck. With 57 cubic feet of smooth, flat space, you can haul your own stuff. Just fold the Magic Seat down and start packing. A low floor height and huge rear hatch make it easy to load and unload.

Honda reminds you to properly secure items stored in the cargo area.





LONG MODE

Fold the front passenger and right side of the rear seat down. Slide in your favorite surfboard, ladder, rolled-up rug or totem pole. (Anything up to 7'9" will be allowed to ride.) And since the rear seat is a 60/40 split, there's even room for a roadie in the back.

PEOPLE MODE

All seatbacks up. And prepare to seat five. Fit may be power-packed with capability, but sometimes, it's the human bond that carries the day.

SAFETY CONTENTS!

Every Honda comes packed with safety technology. Take Fit. It offers six airbags, active front head restraints and a host of additional standard safety features.* And it's earned a 5-star frontal crash-test rating from the National Highway Traffic Safety Administration (NHTSA)†

ACTIVE FRONT HEAD RESTRAINTS

Designed to move up and forward in a rear collision, active front head restraints help reduce the likelihood of whiplash injuries in certain rear impacts.

ABS WITH EBD

The anti-lock braking system (ABS) is arguably the most effective way to maintain steering control during hard braking. So naturally it's standard. As is Electronic Brake Distribution (EBD), a sensory system that monitors and calculates weight balance, and adjusts brake force accordingly.

Oversteer Understeer VSA

VEHICLE STABILITY ASSIST™

VSA® helps sense oversteer and understeer, and responds by adjusting brake pressure and/or reducing engine power. Look for it on Fit Sport models with available navigation.²

ACE™ BODY STRUCTURE

The Advanced Compatibility Engineering™ (ACE) body structure is a Honda-exclusive body design that enhances occupant protection and crash compatibility in frontal collisions.

FRONT AIRBAGS

One or both dual-stage, multiple-threshold front airbags (SRS) will be deployed only in the event of a sufficient frontal impact. If deployed, these airbags are capable of being inflated at different rates depending on crash severity, seat-belt usage and other factors.*

SIDE AIRBAGS WITH OPDS

The front passenger's side airbag features our Occupant Position Detection System (OPDS) to help prevent the side airbag from deploying if its sensors detect a child or small-statured person in the airbag's path of deployment.

SIDE CURTAIN AIRBAGS

Help lessen head or neck injuries in the chance of a sufficient side collision.

*Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly restrained in the rear seat.

†Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact airbags (SABs).

Airbags inflated for display purposes.

SIDE-IMPACT DOOR BEAMS

Four doors. Four more ways to help protect you and your passengers in a side-impact collision. High-tensile steel beams are welded into the doors.

AUTOMATIC TENSIONING SEAT BELTS

An automatic seat-belt tensioning system helps hold the front-seat occupants securely in a collision. The system is triggered by the same sensors that deploy the airbags.

Fit Sport shown with Black Fabric and available Honda Satellite-Linked Navigation System.²



THE FIT IS GO!

RACE-INSPIRED PADDLE SHIFTERS

Sharpen your reaction time. The Fit Sport's leather-wrapped steering wheel comes complete with paddle shifters when you opt for the available 5-speed automatic transmission. There's also a quick-shifting 5-speed manual for all you clutch-it-yourself types.

RIDE-ENHANCING SUSPENSION

Small may be beautiful. But it's also comfortable. And extremely nimble. Thanks to an independent front and torsion-beam rear suspension that's precision-tuned.

Fit Sport shown in Blackberry Pearl.

FEISTY 117-HP i-VTEC® ENGINE

Ever wonder how Honda gets so much out of a 4-cylinder? Technology. Specifically its i-VTEC technology, which delivers more horsepower over a broader range. Fit also keeps its edge with a Drive-by-Wire™ throttle system for smooth acceleration.

MUSIC METROPOLIS!

The Fit's 160-watt audio system has MP3 and Windows Media® Audio³ (WMA) playback capability, Radio Data System (RDS) and CD text display. An auxiliary input jack connects you to the portable music world, as does a digital audio-card reader on navigation-equipped models.² Open the upper glove compartment on Fit Sport and you'll find Honda's USB Audio Interface,⁴ a port that lets you operate your digital player through the audio-system controls while at the same time charging up its battery.

AWESOME 16-INCH ALLOY WHEELS

At first glance, you think eye candy. After a couple of miles, you quickly realize that these lightweight beauties help deliver the feel that makes Fit Sport irresistible.

All 2010 Honda vehicles – and any Honda Genuine Accessories installed at the time of vehicle purchase – are covered by the 3-year/36,000-mile New-Vehicle Limited Warranty⁵ as well as a 5-year/60,000-mile Limited Powertrain Warranty.⁵



Every Honda is a smart value thanks to timeless design, great reliability and extended maintenance intervals. Check out our Best Overall Brand Award and Best Resale Value Awards⁶ from Kelley Blue Book's kbb.com, Best Overall Value awards from IntelliChoice^{®7} and – for our sixth year in a row – Industry Best Residual Value Award from *Automotive Lease Guide*.⁸



Fit Sport shown in Milano Red.

DOOR VISORS



FOG LIGHTS

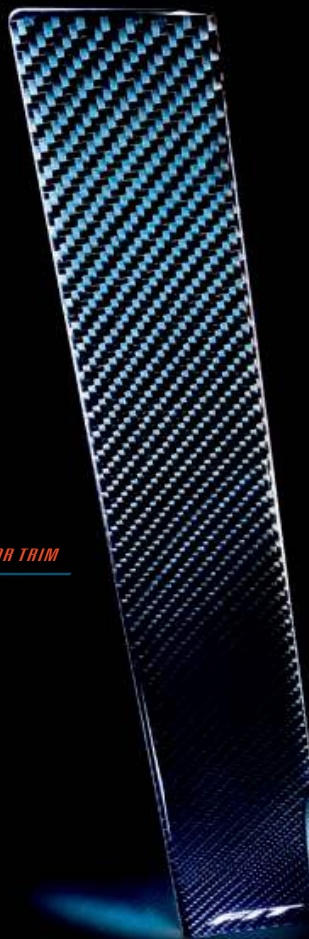
Looking for a way to express your individuality? Then ask your dealer about Honda Genuine Accessories. They've been designed, engineered and tested to meet the same exacting standards as your new vehicle. They're a high-quality way to make your Honda an expression of your one-of-a-kind personality.



FIT ACCESSORIES:

- Steering wheel cover (Base Fit only)
- Chrome exhaust finisher (Base Fit only)
- Door sills
- Armrest with storage
- Sport grille
- Interior trim
- Interior ambient light
- Body side molding
- Cargo cover, tray and net
- Floor mats (carpet/all-season)
- Remote entry system (Base Fit only)
- Nose mask
- Remote engine starter (Sport only)
- Security system (Base Fit only)
- Shift knobs
- Splash guards (Base Fit only)
- USB Audio Interface⁴ (Base Fit only)

CARBON-B-PILLAR TRIM



LEATHER-WRAPPED SHIFT KNOB



MT SPORT PEDALS



16" ALLOY WHEELS

Fit shown in Blue Sensation Pearl with available accessories.

FIT

- 1.5-liter i-VTEC® 4-cylinder engine
- 5-speed manual or 5-speed automatic transmission
- 15-inch steel wheels with full covers
- Driver's and front passenger's active head restraints
- Advanced Compatibility Engineering™ (ACE™) body structure
- 6 airbags
- ABS with Electronic Brake Distribution (EBD)
- Daytime Running Lights (DRL)
- Tire Pressure Monitoring System¹ (TPMS)
- Power windows, door locks and side mirrors
- 10 beverage holders
- Tilt and telescopic steering column
- 60/40 split 2nd-row Magic Seat[®] with underseat storage compartment
- 160-watt AM/FM/CD audio system with 4 speakers, MP3/Windows Media[®] Audio³ (WMA) playback capability and MP3/auxiliary input jack
- Multi-Information Display (MID)
- Blue backlit gauges

FIT SPORT Adds

- Steering wheel-mounted paddle shifters (5AT models)
- 16-inch alloy wheels
- Vehicle Stability Assist™ (VSA[®]) with traction control (navigation model)
- Security system with remote entry
- Fog lights
- Body-colored underbody kit and rear roofline spoiler
- Chrome exhaust finisher
- Cruise control with illuminated steering wheel-mounted controls
- Perforated leather-wrapped steering wheel
- Map lights
- 160-watt AM/FM/CD audio system with 6 speakers and USB Audio Interface⁴
- Available Honda Satellite-Linked Navigation System™² with voice recognition

¹Based on 2010 EPA mileage estimates, reflecting new EPA fuel economy methods beginning with 2008 models. Use for comparison purposes only. Do not compare to models before 2008. Your actual mileage will vary depending on how you drive and maintain your vehicle. ²The Honda Satellite-Linked Navigation System™ is available on Sport models in the United States, except Alaska. Please see your Honda dealer for details. ³Windows Media[®] is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁴The USB Audio Interface is used for direct connection to and control of some current digital audio players and other USB devices that contain MP3, WMA or AAC music files. Some USB devices with security software and digital rights-protected files may not work. Please see your Honda dealer for details. **⁵3-Year/36,000-Mile Limited Warranty. 5-Year/60,000-Mile Limited Powertrain Warranty.** Ordinary maintenance or adjustments, parts subject to normal wear and replacement, and certain items are excluded. Please see your Honda dealer for details. ⁶Kelley Blue Book's kbb.com awarded Honda six Best Resale Value Awards for the 2009 Civic, the 2009 Civic Hybrid, the 2009 CR-V, the 2009 Fit, the 2009 Odyssey and overall Brand. www.kbb.com/brva09. Vehicle's projected resale value is specific to the 2009 model year. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ⁷Based on 2009 model-year study. IntelliChoice,[®] Inc. www.intellichoice.com. ⁸*Automotive Lease Guide*, 2009 Industry Brand Residual Value Award. ⁹For optimal tire wear and performance, tire pressure should be checked regularly with a gauge. Do not rely solely on the monitor system. Please see your Honda dealer for details. **Always use seat belts and appropriate child seats. Children 12 and under are safest when properly restrained in the rear seat.** 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 herein are not available in all areas. Please see your Honda dealer for details. Some vehicles may be shown with optional equipment. Available – Optional. All images contained herein are either owned by American Honda Motor Co., Inc., or used under a valid license. It is a violation of federal law to reproduce these images without express written permission from American Honda Motor Co., Inc., or the individual copyright owner of such images. Honda Financial Services is a DBA of American Honda Finance Corporation. Honda, the H-mark symbol, Honda Care, Honda Satellite-Linked Navigation System, Advanced Compatibility Engineering, ACE, Drive-by-Wire, Magic Seat, Vehicle Stability Assist, VSA and i-VTEC are trademarks of Honda Motor Co., Ltd. © 2009 American Honda Motor Co., Inc.

