



The 2011 Honda
INSiGHT



Can your car help steer your life? It can—if you choose one that reflects your style, sense of fun, love of value, and concern for the environment.

steer your life

Finally there's a hybrid choice designed—and priced—for those of us who count the miles, but also make the miles count. Take the wheel...



dash inside

As a Honda, the Insight has "fun to drive" built right in. It was designed with a low center of gravity and a generous 5-passenger cabin.

Five-door access helps meet the needs of an active lifestyle. More cabin and cargo space make the Insight family-friendly and versatile.



Be seated.

The 60/40 split rear seat folds down to maximize the vehicle's cargo space and make it easier to slide in long objects. In addition, numerous cargo nooks are located below the floor of the cargo area for extra storage options.*

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



Insight EX shown with Gray Fabric and available Honda Satellite-Linked Navigation System†

Make your way.

Planning a trip? Lost in the suburbs? Either way, the available Honda Satellite-Linked Navigation System™1 is here to help. With an 8-GB DVD database to provide maps and directions across the contiguous U.S. And there's a listing of over 7 million points of interest—like gas stations, ATMs and restaurants—to help you find what you need on the road.†

†Some roads unverified. Please see your Honda dealer for more details.



Claim your space.

If extra mpg translates into longer trips, the Insight is engineered to help keep the miles rolling.† And the Insight was designed and built from the ground up to be what it is: a hybrid.



Push buttons.

Pushing the dash-mounted ECON button modifies various vehicle systems to help minimize the vehicle's overall energy use—and help maximize fuel economy.²

The Insight was born ready to roam.
Its sophisticated gasoline-electric powertrain can let you achieve an estimated 43 mpg on the highway.² Eco Assist™ provides feedback on your driving style to help you get the best mileage possible.

experience
efficiency



EPA numbers are important, but the way you drive also affects your fuel economy.² The Insight features the remarkable Eco Assist system that helps you monitor your driving habits, enabling you to make adjustments to your style that may help improve your efficiency.



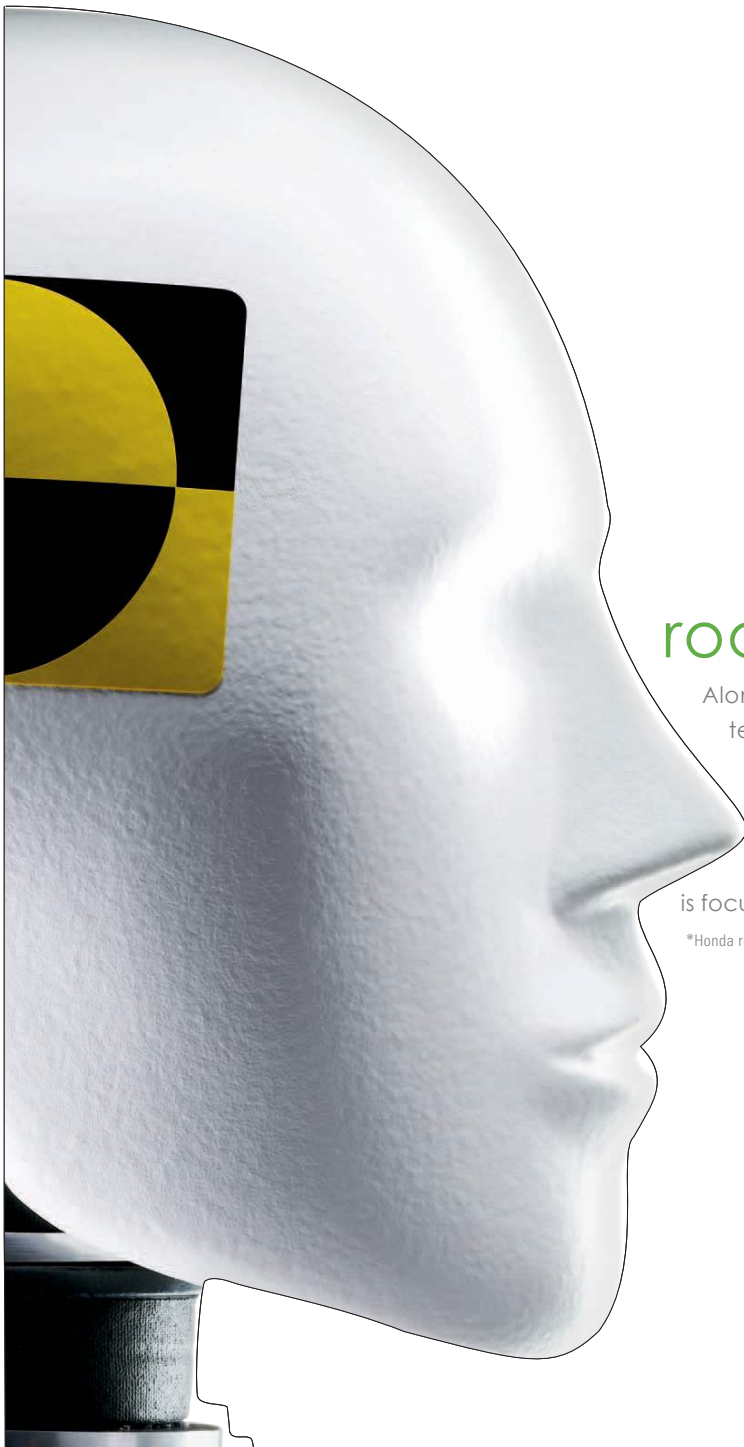
Insight EX shown in Alabaster Silver Metallic.



Light your way.

Value, cleverly disguised with sleek details like projector-beam headlights. The front of the 2011 Insight is strong and lean with a distinctive grille that makes a bold first impression. The advanced aerodynamic design helps enhance fuel efficiency² and gives the Insight its sleek, futuristic style, while unique LED brakelights complete the look that says: check me out.

Insight EX shown in Polished Metal Metallic.



Brake it up.

The hybrid engine makes for smooth starts. The standard anti-lock brakes with Electronic Brake Distribution do the same for the stops.



room safely

Along with advanced engine technology, Honda also believes in making advanced safety technology available. This includes active front head restraints, which move forward and up in a moderate to severe rear-end impact, reducing the likelihood of neck injury. Also on the safety list: six airbags* and a Tire Pressure Monitoring System³ (TPMS). Vehicle Stability Assist™ (VSA®) with traction control is now standard on all Insight models. And those are just a few of the safety features found on the 2011 Insight. Because the Insight is focused on efficiency and value—without sacrificing safety.

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



ACE™ this one.

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

Engineering	Insight	Insight LX	Insight EX
Engine Type	In-Line 4-Cylinder	In-Line 4-Cylinder	In-Line 4-Cylinder
Engine Block/Cylinder Head	Aluminum-Alloy	Aluminum-Alloy	Aluminum-Alloy
Displacement (cc)	1339	1339	1339
Horsepower @ rpm	98 @ 5800	98 @ 5800	98 @ 5800
Combined engine (SAE net) + electric motor			
Torque (lb-ft @ rpm)	123 @ 1000-1700	123 @ 1000-1700	123 @ 1000-1700
Valve Train	8-Valve SOHC i-VTEC®	8-Valve SOHC i-VTEC	8-Valve SOHC i-VTEC
Drive-by-Wire™ Throttle System	•	•	•
Eco Assist™ System	•	•	•
CARB Emissions Rating ⁴	ULEV-2/AT-PZEV	ULEV-2/AT-PZEV	ULEV-2/AT-PZEV
Direct Ignition System with Immobilizer	•	•	•
100K +/- Miles No Scheduled Tune-Ups*	•	•	•
Electric Motor/Generator			
DC Brushless Motor (Permanent Magnet AC Synchronous)	•	•	•
Power (hp @ rpm)	13 @ 1500	13 @ 1500	13 @ 1500
Torque (lb-ft @ rpm)	58 @ 1000	58 @ 1000	58 @ 1000
Electric Power Storage			
Nickel Metal Hydride (Ni-MH) Battery	•	•	•
Output (Volts)	100.8	100.8	100.8
Rated Capacity	5.75 Ah	5.75 Ah	5.75 Ah
Transmission			
Continuously Variable Transmission (CVT)	•	•	with Paddle Shifters
Body/Suspension/Chassis			
MacPherson Strut Front Suspension/ Torsion-Beam Rear Suspension	•	•	•
Wheels	15" with Full Covers	15" with Full Covers	15" Alloy
All-Season Tires	175 / 65 R15 84S	175 / 65 R15 84S	175 / 65 R15 84S
EPA Mileage Estimates²/Capacities			
CVT (City/Highway/Combined)	40 / 43 / 41	40 / 43 / 41	40 / 43 / 41
Fuel (gal)	10.6	10.6	10.6
Required Fuel	Regular Unleaded	Regular Unleaded	Regular Unleaded
Exterior Features			
Security System with Remote Entry	Remote Entry only	•	•
Projector-Beam Halogen Headlights with Blue-Tinted Chrome Bezels	•	•	•
LED Brakelights	•	•	•
Comfort & Convenience			
Automatic Climate Control	•	•	•
Honda Satellite-Linked Navigation System™ ¹ with Voice Recognition			Available
Bluetooth® ⁵ HandsFreeLink®			with Navigation
Cruise Control		•	•
Steering Wheel-Mounted Paddle Shifters			•
Tilt and Telescopic Steering Column	•	•	•
Illuminated Steering Wheel-Mounted MID Controls	•	•	•
Illuminated Steering Wheel-Mounted Audio and Cruise Controls		Cruise Control only	•
Illuminated Steering Wheel-Mounted Navigation and Phone Controls			with Navigation
Map Lights			•
12-Volt Power Outlet	•	•	•
Floor Mats		•	•

Safety	Insight	Insight LX	Insight EX
3-Point Seat Belts with Front Seat Automatic Tensioning System	•	•	•
Driver's and Front Passenger's Seat Belt Reminder	•	•	•
Dual-Stage, Multiple-Threshold Front Airbags (SRS)	•	•	•
Front Side Airbags with Passenger-Side Occupant Position Detection System (OPDS)	•	•	•
Side Curtain Airbags	•	•	•
Driver's and Front Passenger's Active Head Restraints	•	•	•
Advanced Compatibility Engineering™ (ACE™) Body Structure	•	•	•
Anti-Lock Braking System (ABS) and Electronic Brake Distribution (EBD)	•	•	•
Vehicle Stability Assist™ (VSA®) with Traction Control and Brake Assist	•	•	•
Tire Pressure Monitoring System ³ (TPMS)	•	•	•
Daytime Running Lights (DRL)	•	•	•
Lower Anchors and Tethers for Children (LATCH): Lower Anchors (2nd-row outboard), Tether Anchors (2nd-row all)	•	•	•
Seating			
Driver's Seat with Manual Height Adjustment	•	•	•
Adjustable Front Seat-Belt Anchors	•	•	•
Reclining Front Seatbacks	•	•	•
Adjustable Head Restraints	•	•	•
60/40 Split Fold-Down Rear Seatback	•	•	•
Audio System			
160-Watt AM/FM/CD Audio System	with 2 Speakers	with 4 Speakers	with 6 Speakers
MP3/Windows Media® Audio ⁶ (WMA) Playback Capability	•	•	•
MP3/Auxiliary Input Jack	•	•	•
USB Audio Interface ⁷		•	•
Digital Audio-Card Reader			with Navigation
Instrumentation			
ECON Button	•	•	•
IMA Charge and Assist Indicator	•	•	•
Two-Tier Instrument Panel	•	•	•
Multi-Information Display (MID)	•	•	•
Average Fuel Economy Indicators (2)	•	•	•
Average Speed Indicator	•	•	•
Digital Fuel-Mileage Indicators	•	•	•
Digital Odometer and Digital Trip Meters (2)	•	•	•
Eco Guide/Eco Score	•	•	•
Elapsed Time Indicator	•	•	•
Exterior Temperature Indicator	•	•	•
IMA System Power Flow Indicator	•	•	•
Maintenance Minder™ System	•	•	•
Miles-to-Empty Indicator	•	•	•

*Does not apply to fluid and filter changes. Will vary with driving conditions. Please see your Honda dealer for details.



HONDA
Financial Services

Whether you wish to buy or lease a Honda vehicle, Honda Financial Services can assist you with the process. Please ask your dealer which lease or purchase plan best suits your needs.

HONDA
Care

Honda Care® is an affordable, comprehensive vehicle and travel protection plan backed by Honda reliability, service and parts. Please see your Honda dealer for details.



GENUINE ACCESSORIES

Personalize and protect with Honda Genuine Accessories. They're manufactured to the same strict standards as the rest of the vehicle. Please see your Honda dealer for details.



The Insight has earned an impressive collection of awards and accolades. It won the IntelliChoice® "Excellent Value" and SmartChoice low fuel costs and low operating cost awards, and was named a 2010 Top 10 Green Car® by Kelley Blue Book's kbb.com. Read about these awards and more at insight.honda.com.

All 2011 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 Warranty.¹ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty, too.¹⁰ The Battery Limited Warranty¹¹ is 8 years/100,000 miles (ULEV rating) (non-CARB states). For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.

¹ The Honda Satellite-Linked Navigation System™ is available on the EX model in the United States, except Alaska. Please see your Honda dealer for details. ² Based on 2011 EPA mileage estimates. 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. ³ For 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. ⁴ ULEV-2-rated by California Air Resources Board (CARB). AT-PZEV (Advanced Technology Partial Zero-Emission Vehicle) models as certified by California Air Resources Board (CARB) and states that have adopted California Zero-Emission Vehicle regulations. ⁵ The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by Honda Motor Co., Ltd., is under license. ⁶ Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁷ The 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. ⁸ IntelliChoice "Smart Choice": 2010 www.IntelliChoice.com. The IntelliChoice trademark is a registered trademark of Automotive.com, LLC. ⁹ Kelley Blue Book's kbb.com "Top Ten Green Cars": For more information about the 2010 Top 10 Green Cars from Kelley Blue Book's kbb.com, visit www.kbb.com/GreenCars2010. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ¹⁰ **3-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. ¹¹ Battery-pack limited warranty may vary. Consult the warranty booklet found in dealership. **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, Eco Assist, Eco Assist symbol, ECON button logo, HandsFreeLink, Integrated Motor Assist IMA, i-VTEC, Maintenance Minder, Vehicle Stability Assist and VSA are trademarks of Honda Motor Co., Ltd. © 2010 American Honda Motor Co., Inc.