



The 2012 Honda

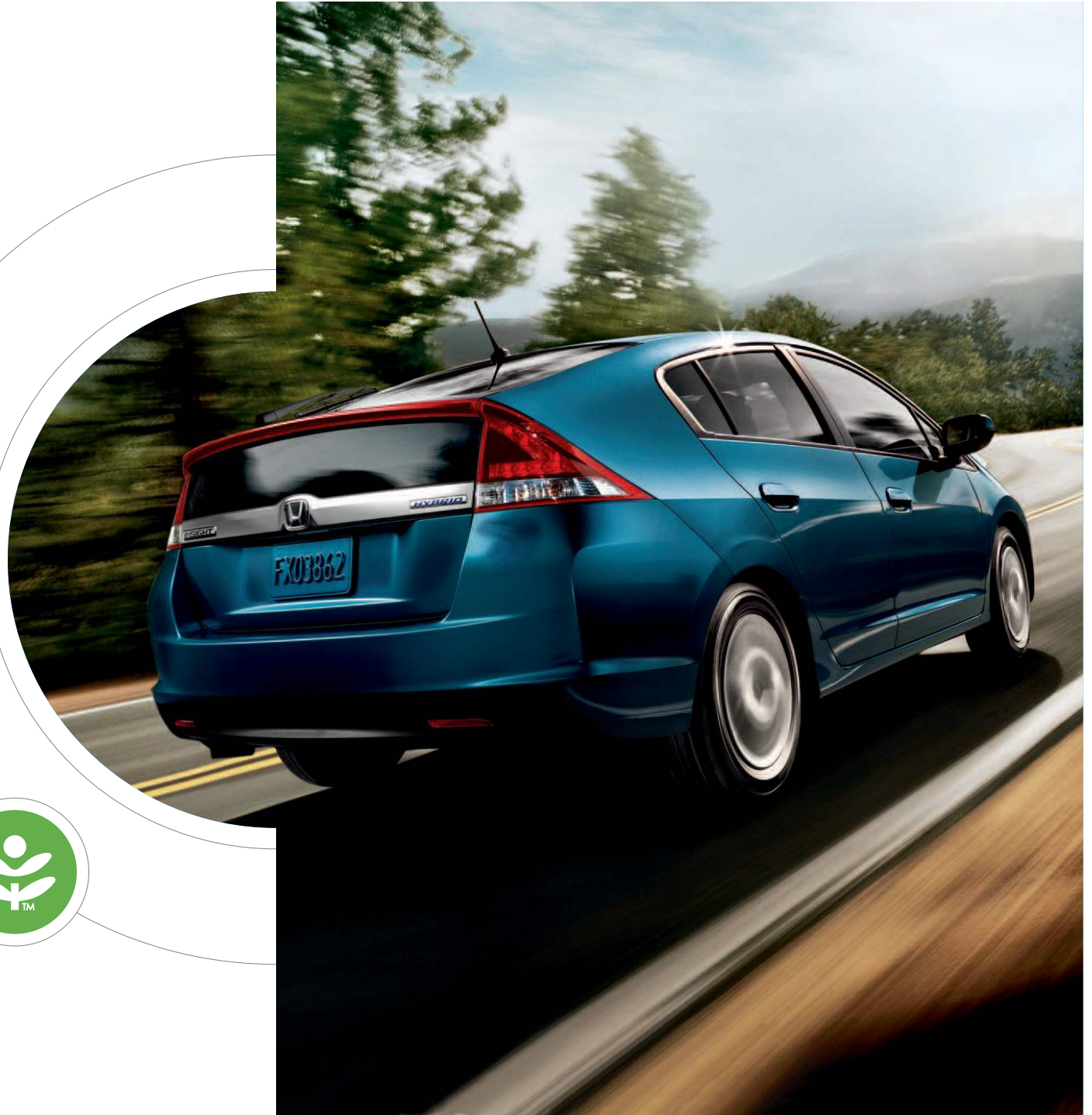
INSiGHT



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

steer your course

Presenting the 2012 Insight:
a hybrid that's designed—
and priced—for those of us
who count the miles, as well
as make the miles count.



Find your way.

With over 10 million points of interest* to quickly find your destination and FM Traffic to help avoid slow spots, the available Honda Satellite-Linked Navigation System™ can efficiently get you where you need to go.

Plus, the rearview camera with guidelines can assist you with parking once you arrive.

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



Make a connection.

If better mpg translates into longer trips, the Insight is equipped to keep you in the comfort zone. Connect your iPod*** to the USB Audio Interface² and find the perfect song using the steering wheel-mounted audio controls (LX and above). Or make a call using Bluetooth®³ HandsFreeLink® (EX and above) while keeping both hands on the steering wheel!^{††}

dash inside

It's a Honda, so "fun to drive" is built right in. The leather-wrapped steering wheel and racing-inspired paddle shifters (EX and above) will put the joy back into any commute. Or simply keep it in Drive and let the smooth continuously variable transmission (CVT) do all the work.



Be flexible.

The 60/40 split rear seat folds down to maximize cargo space and make it easier to slide in long objects! Enhancements for 2012 include upscale seating materials and extra rear-seat headroom.

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

***iPod classic® is a registered trademark of Apple Inc.
††Drive responsibly. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. For safety reasons, always launch your audio application or perform any other operation on your phone or audio device only when the vehicle is safely parked.

The Insight is always ready to roam. And various improvements for 2012 mean you can go even farther. Refinements to the aerodynamics, tires and engine help achieve an EPA-estimated 41 mpg in the city and 44 mpg on the highway.⁴

experience
efficiency



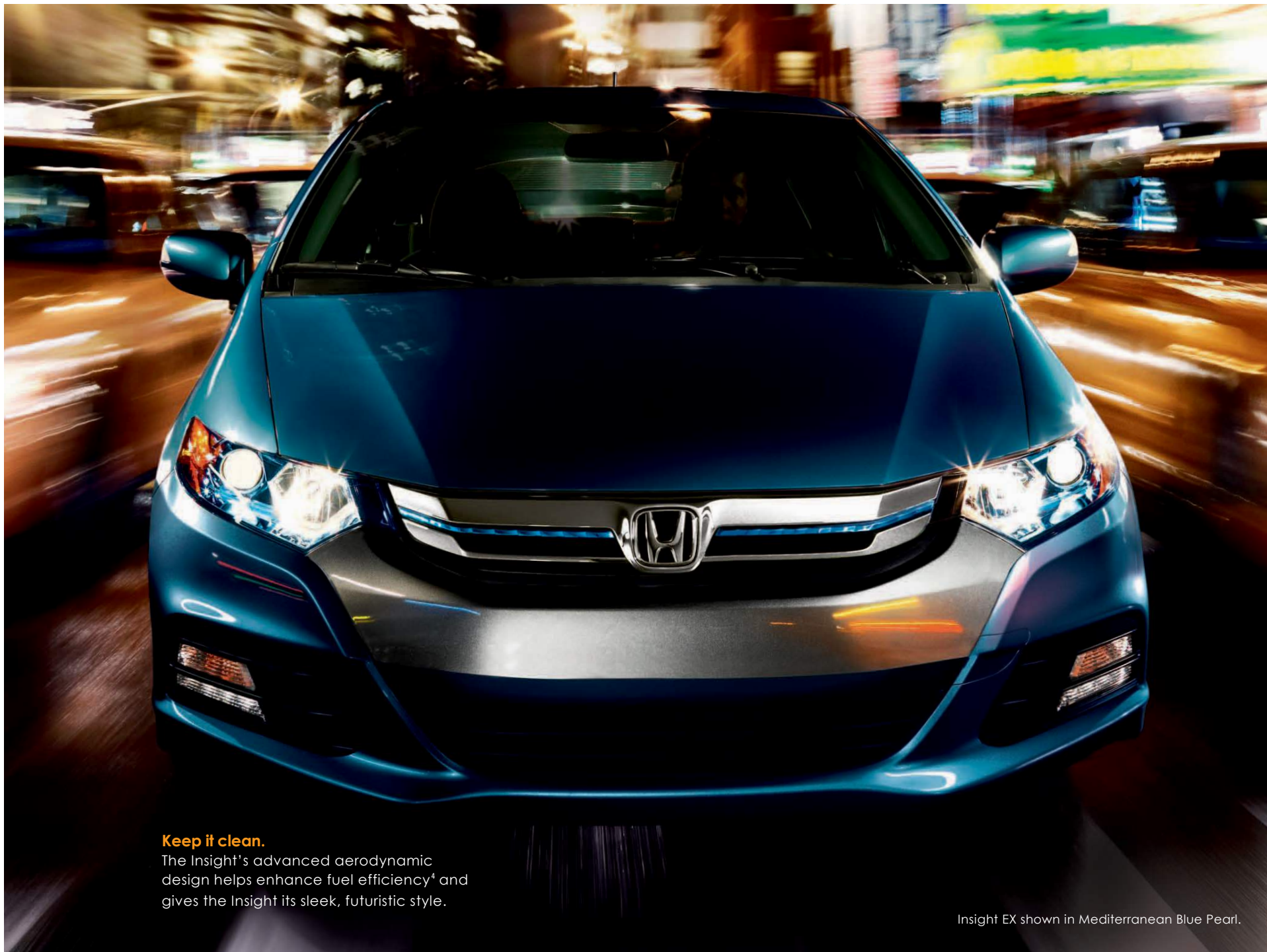
Consider and conserve.

Pushing the dash-mounted ECON button modifies various vehicle systems to help minimize the vehicle's overall energy use – and help maximize efficiency.⁴

EPA numbers are important, but how you drive also affects your fuel economy.⁴ The Insight features the remarkable Eco Assist™ system so you can monitor your driving habits, make adjustments and help boost your efficiency.⁴



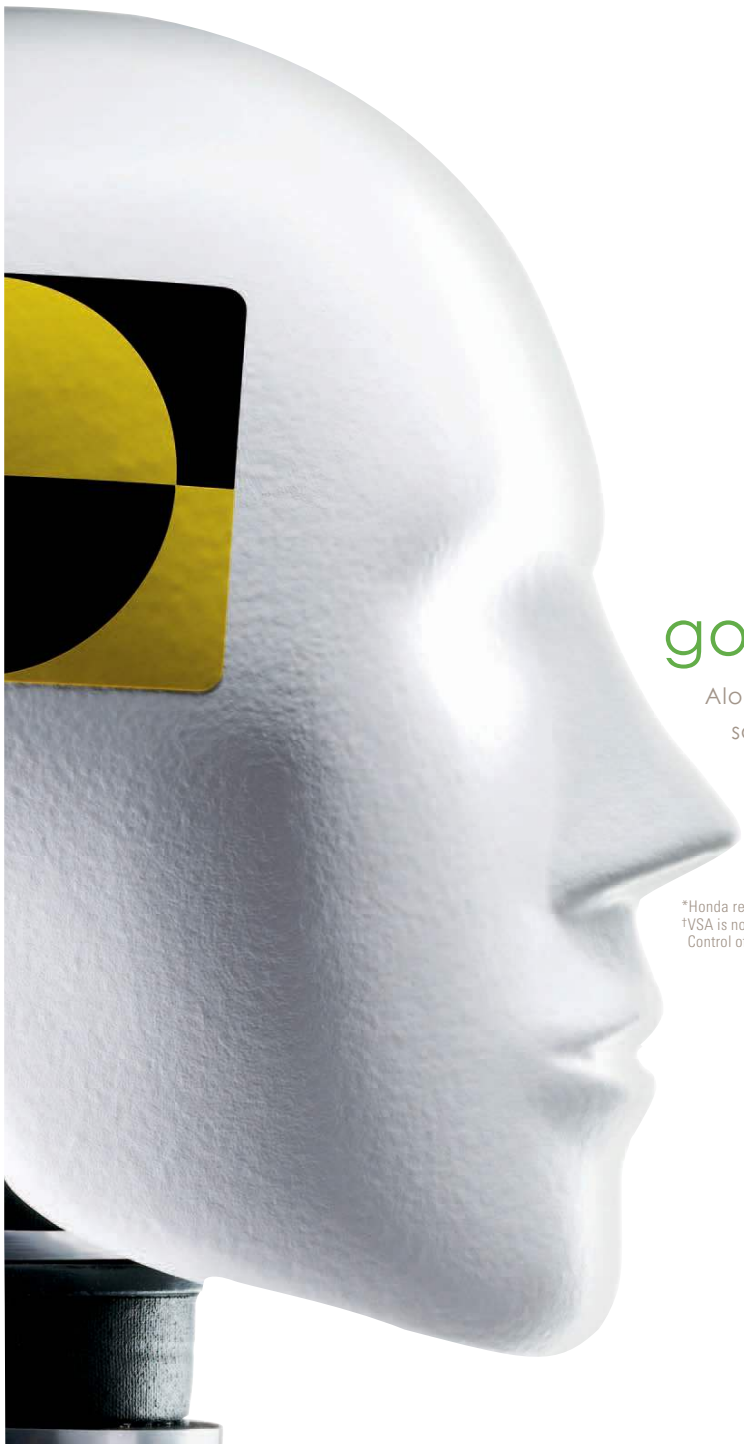
Insight EX shown in Alabaster Silver Metallic.



Keep it clean.

The Insight's advanced aerodynamic design helps enhance fuel efficiency⁴ and gives the Insight its sleek, futuristic style.

Insight EX shown in Mediterranean Blue Pearl.



Take a brake.

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

go safely

Along with advanced engine technology, Honda is dedicated to designing advanced safety technology. 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 standard safety list: six airbags,* a Tire Pressure Monitoring System (TPMS)[‡] and Vehicle Stability Assist™ (VSA®)[†] with traction control. And those are just a few of the standard safety features found on the 2012 Insight.

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

[†]VSA is not a substitute for safe driving. It cannot correct the vehicle's course in every situation or compensate for reckless driving. Control of the vehicle always remains with the driver.



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
Combined engine (SAE net) + electric motor			
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 ⁶	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	185 / 60 R15 84H	185 / 60 R15 84H	185 / 60 R15 84H
EPA MILEAGE ESTIMATES ⁴ /CAPACITIES			
CVT (City/Highway/Combined)	41/44/42	41/44/42	41/44/42
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	•	•	with Auto-On/Off
LED Brake Lights with Blue-Tinted Chrome Bezels	•	•	•
COMFORT & CONVENIENCE			
Automatic Climate Control	•	•	•
Honda Satellite-Linked Navigation System™ ¹ with Voice Recognition, FM Traffic and Rearview Camera with Guidelines			Available
Bluetooth® ³ HandsFreeLink®			•
Steering Wheel-Mounted Paddle Shifters			•
Perforated Leather-Wrapped Steering Wheel			•
Leather-Wrapped Shift Knob			•
Illuminated Steering Wheel-Mounted Audio and Cruise Controls	MID	Cruise/Audio/MID	Cruise/Audio/MID/ Phone/Navigation (Available)
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)	•	•	•
Brake Assist	•	•	•
Vehicle Stability Assist™ (VSA®) with Traction Control and Brake Assist	•	•	•
Tire Pressure Monitoring System (TPMS) ⁵	•	•	•
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
Selector Knob		•	•
USB Audio Interface ²		•	•
MP3/Auxiliary Input Jack	•	•	•
MP3/Windows Media® Audio (WMA) ⁷ Playback Capability	•	•	•
INSTRUMENTATION			
12-Volt Battery Charging System Indicator	•	•	•
Blue Backlit Gauges	•	•	•
ECON Button	•	•	•
ECON Mode Indicator	•	•	•
Electric Power Steering (EPS) Indicator	•	•	•
Idle-Stop Indicator	•	•	•
IMA Charge and Assist Indicator	•	•	•
IMA System Indicator	•	•	•
Immobilizer System Indicator	•	•	•
Maintenance Minder™ Indicator	•	•	•
Security System Indicator	•	•	•
Tachometer	•	•	•
TPMS ⁵ Indicator	•	•	•
Two-Tier Instrument Panel	•	•	•
VSA System and VSA Off Indicators	•	•	•

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



All 2012 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.³ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty³ too. The Battery Limited Warranty³ 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.

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

Manufactured to the same strict standards as Honda vehicles, Honda Genuine Accessories are the perfect way to personalize and protect your vehicle. Please see your Honda dealer for details.



The Honda Insight is J.D. Power and Associates¹⁰ "Highest Ranked Compact Car in Initial Quality in a Tie" in their 2011 Initial Quality StudySM (IQS) (tied with Civic). Also, for the third consecutive year, the Insight was named a 2011 Top 10 Green Car by Kelley Blue Book's kbb.com.¹¹ Read about these awards and more at insight.honda.com.



BLUE SKIES FOR
OUR CHILDREN

Over 40 years ago, Honda took on the challenge of air pollution. Reports in the late '60s clearly showed the harmful effects of pollution on young people. "Blue Skies For Our Children" became the rallying cry for Honda engineers and soon, new technology was developed leading to cleaner automobile engines. This rallying cry remains an integral part of Honda culture, as we take on today's environmental challenges. By following this path, we have achieved major breakthroughs for the road, the home and the skies. And step by step we get closer to fulfilling our promise to the next generation.

¹ The Honda Satellite-Linked Navigation System is available on the EX model in the United States, Canada and Puerto Rico. (FM Traffic service only available in the United States, except Alaska.) Please see your Honda dealer for details. ² 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. ³ 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. ⁴ 41 city/44 highway/42 combined mpg. Based on 2012 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. ⁵ 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. ⁶ AT-PZEV (Advanced Technology Partial Zero-Emission Vehicle) models as certified by the California Air Resources Board (CARB) are available in California and states that have adopted California Zero-Emission Vehicle regulations. Models in non-CARB states are ULEV-2 (Ultra-Low-Emission Vehicle) certified by the California Air Resources Board (CARB). ⁷ Windows Media[®] is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁸ 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. ⁹ Battery-pack limited warranty may vary. Please see your Honda dealer for details. ¹⁰ Honda Insight received the lowest number of problems per 100 vehicles among compact cars in a tie in the proprietary J.D. Power and Associates 2011 Initial Quality Study.SM Study based on responses from 73,790 new-vehicle owners, measuring 234 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2011. Your experiences may vary. Visit jdpower.com. ¹¹ Kelley Blue Book's kbb.com "Top Ten Green Cars": For more information about the 2011 Top 10 Green Cars from Kelley Blue Book's kbb.com, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. **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, ECON logo, HandsFreeLink, Integrated Motor Assist IMA, i-VTEC, Maintenance Minder, Vehicle Stability Assist and VSA are trademarks of Honda Motor Co., Ltd. © 2011 American Honda Motor Co., Inc.