

The Honda HR-V 2004



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?Why do people talk about 'just' a dream

What happens when you dream? You see something that isn't there. At least, not yet. If we just ignored them, nothing would ever change. How many times have great ideas been dismissed as idle thoughts?

At Honda, we take dreams very seriously.

To us, they're raw materials. And just like steel or aluminium, they can take almost any shape you want. All it takes is a little creative thinking. And making sure they're in the right hands.

How about a demonstration?



?Is it always wrong to mix business with pleasure

How can you tell when someone really loves their work? They do it even when they don't have to. Like our designers. Still, we couldn't help wondering: what's keeping them scribbling and sketching - and laughing - long after everyone else has gone home?

Turned out to be a car design. The kind they produce without details like a brief, budget, or the bounds of possibility to hold them back. All done properly, right down to giving it a code name. Joy Machine. Which was something of a giveaway. Then they went to the people who decide what gets built around here and said, What do you think? And suddenly, we had a new car rolling off the line. By then, it was officially called the HR-V. But to some, it'll always be the Joy Machine. Says it all, doesn't it?



?When did you last break the law of averages

Ever feel that a lot of your driving is a 'have-to'? Have to go to work. Have to go shopping. Have to get them to school. Whatever happened to 'want-to'? Maybe it's time to get some of that feeling back.

We admit the HR-V isn't your average, everyday car. It's as spacious and versatile as an estate, and as compact and manoeuvrable as a hatchback. And it's a lot more than that. It's also a 4x4, but only when you need it to be: on ice,

mud, or any other time the front-wheel drive needs a little assistance. A neat, elegant system that keeps a lid on your fuel bills, and also gives it a tight turning circle. Which comes in handy when you're parking. But when you've got a 1.6-litre 16-valve VTEC engine in front of you, parking's probably the last thing on your mind. Maybe you can't change what you do. Why not start with how?



?For 'practical', should we read 'multi-talented'



So who drives an HR-V? Hard to say. By definition, HR-V drivers don't fit neatly into categories. Suffice to say their living-room is unlikely to be painted magnolia. But for people who find the idea of a 'practical car' as appealing as 'sensible shoes', the HR-V is a remarkably down-to-earth choice.

Of course, the five doors and spacious interior might not be the first things you notice about it. Not exactly the shy and retiring type, is it? And you have to get in to find that all the seats recline. This is a novelty for most rear-seat passengers. Not one that wears off quickly, either. Funny how things like space, comfort and relaxation never go out of style. But why the AM/FM booster built into the base of the HR-V's radio antenna? Simple: so the airwaves stay permanently open, even in a city. If that's being practical, we'll take it.



?Do you drive
Or travel.

Remember how the HR-V started life?
As the car our designers would like to drive
themselves? Seems these guys know how to
travel. They included air conditioning, 16" alloy
wheels, reclining rear seats, remote central
locking, power windows and mirrors, twin
airbags and ABS/EBD, all as standard. You can
tell they weren't working to a budget. But who
were we to argue? It all stayed in. As did the
four-wheel drive on demand.

The VTEC engine on the manual model.
And a non-VTEC, Continuously Variable
Transmission (CVT) option for the seriously
easy-going among us.

All of which makes the HR-V a great way to
escape everyday life. But with 603 litres of boot
space and 50/50 split folding rear seats, you
don't leave any of your luggage behind.
Just your baggage.







?Longing for wide open spaces



How it looks from the outside matters. It really does. After all, it's what the people around you are going to see. But how about from where you're sitting? Clean, uncluttered, no distractions? That's the general idea. Everything in its place, not sliding around the seat, dash, footwell or any combination of the three. It's the one time you want your mobile to be anything but. Nothing complex. It's just knowing how to make the most of the space available. Like making the rear seats fold to a flat floor for easier loading. And then adding a storage space underneath for all the muddy boots and waterproofs. See our point of view?



?How can you break the rules if you don't know them first



Different, isn't it? Not your usual oblong, oval or ellipse. Does this shape even have a name? You could ask a geometry expert. But the designers call it a dual cowl dashboard, and that's good enough for us. Of course, it's not the only flash of creative ingenuity you'll find in here. But innovation has to be kept in its place. Dials have to be easy to read. A steering wheel has to feel right, so we've trimmed it with leather. Switches have to work right, as well as look right. We even managed to restrain ourselves with that metallic finish we love so much. We can live with that. Think you can, too?

Tie Down Belts

Enables loose items to be transported safely and remain in place, securely fastened with clips.



Rear Seat Back Boot Tidy

A convenient pocket pouch system.



?How many of us are exactly alike

If we had our way, every HR-V would be unique. You'd come to us, tell us exactly how you'd like it, and then we'd build it. We'd be the world's first tailors in sheet steel and aluminium. Right now, technology's running a little way behind our dreams. In the meantime, we're not just sitting here waiting for it to catch up. We've developed production lines that are among the most sophisticated anywhere in the world. And as well as our cars, we use them to produce Genuine Honda Accessories. Lots of them.

Interior, exterior, whatever you need to make your HR-V a genuine original. Plus, of course, we can give them the same 3 year/90,000 mile warranty as the car itself. After all, they were made the same way. Is this what they mean by an ideal world?

Parking Sensors

Making it even easier to take advantage of the HR-V's compact design in tight spots, Parking Sensors can be fitted. (Cannot be fitted with Rear Skirts)



Alloy Wheel

Stylish 16" Alloy is available in 7 spoke design.



Alloy Wheel

Stylish 16" Alloy is available in 10 spoke design.



Dog Guard

An innovative and superior mesh design of robust and sturdy construction to protect your cabin area.



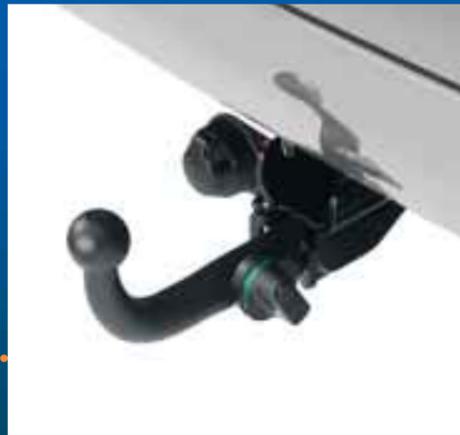
Leather Interior

Leather seats completely change the look and feel of your HR-V. An option that improves the value of your HR-V as well as your driving experience. The colours chosen complement the HR-V interior, adding a dynamic driving experience, combining luxury with a sports look.



Tow Bar

Detachable Trailer Hitch with 7 pin Trailer Harness. Designed to strategically disperse the towing load, giving maximum safety and stability.



Front and rear under-spoilers add a rugged touch. Also available to lift the profile of your HR-V is a side and rear body waistline decal stripe in metallic grey high-profile PU plastic.

?Impossible

Don't know the meaning of the word.

What if we'd just called ourselves a car manufacturer? Think of all the amazing things we - and you - might have missed out on: our award-winning scooters, superlative motorcycles. Not forgetting our world-renowned powerboat engines. And all those race triumphs including 557 Motorcycle Grand Prix titles and 118 TT wins, to name just a couple.

It's this desire to explore different branches of engineering, to make things happen through innovation and imagination, that makes us who we are. It can be a question of finding a new take on existing technology - like the Civic's dash-mounted gearshift, or redesigning the suspension to open up extra cabin space. Then again, we might choose simply to refine something to make it more environmentally friendly. Like our 4-stroke outboards, which already exceed the world's toughest emissions standards. They're clean, fuel efficient and 95% recyclable.

And sometimes, we come up with something completely new. When 500cc 2-stroke engines were replaced by 990cc 4-strokes in motorcycle Grand Prix racing, the easy option would have been to modify an engine we were already making. But we saw a chance for some truly radical thinking - and developed a totally unique 5-cylinder engine. A bold move that paid off when our RC211V bike won 15 out of

16 GP races in 2003, earning us yet another World title. We also innovated with our all-terrain vehicles (ATV), creating a whole new market in 1970. Thirty years later, we're still the world leader and in fact, half the ATV's on the planet have Honda on the tank.

But sometimes, we have to learn an entirely new science, and when we do, we often end up as world leaders. Take our revolutionary robot, ASIMO, which stands for Advanced Step in Innovative Mobility. Its remarkable walking technology allows it to negotiate stairs, rough surfaces and corners, while avoiding any obstacles in its path, making it ideal for work in hazardous environments. ASIMO can interpret the postures and gestures of humans, and can even recognise their faces and address them by name. We're in the business of keeping the world moving. Our work with ASIMO has given us unique insights into how human limbs, joints and senses operate. Which takes us beyond transport into personal mobility for everyone.

Remember, you saw it here first.



?Is this what it means to be a world leader

We're a global corporation that builds cars. Why does that make us the bad guys? We might be dreamers, but we're also realists: we can't un-invent the internal combustion engine. So instead of trying to turn back the clock, since the 70s we've been working on winding it forward.

At Honda we build cars with the future in mind. By 2010, we aim to send no waste to landfill.

We're already well on the way. Cutting waste by 50% in just three years helped. It also made it easier for us to achieve the tough ISO14001 and EMAS 2 environmental management standards.

But what about the cars themselves? What good are policies to reduce energy consumption, waste and emissions if you're still churning out gas-guzzlers?

As well as all our engines, we even make small parts like con-rod bolts and brackets from aluminium. Why? Because it's one-third the weight of steel. A lighter car needs less energy to get moving than a heavy one, so fuel economy's improved. We've also made our cars virtually PVC and lead-free, and upped our use of recycled and recyclable materials in areas like dashboards and bumpers. But we're engine people at heart, so we've been busy here, too.

The Insight is the most fuel-efficient production sports coupé in existence. Big claim. But backed

up twice over, initially in 2002 with first place in the Sports/Coupé category of the Environmental Transport Association's Car Buyer's Guide, then in 2003 winning the International Engine of the Year Award for Best Sub 1 litre engine. Love the idea but need more space? Good news: the same Integrated Motor Assist (IMA) technology is now available in a 4 door Civic Executive. This again is an award winner with Best Fuel Economy and Best 1-1.4 litre Engine at the 2003 International Engine of the Year Awards. Additionally, it's won the BP Green Fleet award for vehicle innovation..

And while others wonder whether they should be researching a zero-emission alternative, we've got on with actually building it. Our FCX fuel-cell vehicles are already on the streets of Tokyo and LA. And heading this way.

Which just leaves our bikes and boats. We are reducing our motorcycles' emissions and fuel consumption by 30%, and have now stopped building any road-going two-strokes at all.

If you're looking for an outboard, it's already four-stroke only. And when new emissions regulations come into force in 2006, you can relax knowing your engine already exceeds them.

Leadership is knowing where you're going and persuading others to come with you.

Do you follow?

?Why do we find it hard to talk about money

You've studied it. Talked about it. Dreamed about it. Now you have to pay for it. Just doesn't feel like part of the fun, somehow. So we thought, there should be a better way to do this. Not a quick-fix, easy-terms, one-size-fits-all deal, either. Finance that sounds too good to be true usually is. We were thinking 'simple', 'flexible' and 'convenient'. And that's what you get, right from making the deposit.

?So where do we start

With the deposit. Your current car or cash are both fine. You don't have either? No problem: we can work out a zero-deposit package, too.

?Done your sums

The most important part of any finance is the monthly payments. Only you know how much you can really afford. So tell us. That way, we can work out monthly payments to fit in with your budget. Our finance packages are flexible enough to work round just about anything.

After that, it's up to you.

We give you choices right through the process. Including at the end of the agreement. You want to keep the car? Simple: make the final payment and it's all yours. Or, you can give it back. As long

as it's in good condition and within the agreed mileage, you can walk away with nothing more to pay*. And if you're ready for a new Honda, we'll arrange a part-exchange and a new finance package. Easy, really.

Making our finance more straightforward meant leaving out a few things. The long, complex forms. The dense technical jargon. The wait to see if you've got the go-ahead. We didn't think you'd miss them. We don't. All of which means you get your new Honda quicker.

Of course, none of this is any substitute for talking it over with your local Honda Dealer. So now you know what to expect from a visit to us. When can we expect a visit from you?

HR-V 1.6 VTEC Manual	
OTR Price	£15,013.00
Deposit	£3,014.60
Advance	£11,998.40
36x	£280.00
1x (GMFV)	£4,850.00
Total Amount Payable	£17,989.60
APR	11.8%
Annual Mileage	10,000
Excess Mileage	6p per mile

Information in the table above is purely a guide and is subject to change.

?Want to predict the future

The HR-V, like all Hondas, is made to our exacting standards. But we take nothing for granted. So the HR-V is covered by a 3 year manufacturer's warranty*. You can extend this period of cover with a Hondacare Guarantee and give yourself peace of mind for up to a further 4 years. Hondacare Guarantee is unique and only available from authorised Honda Dealerships.

Just choose the period of cover you want - from 4 months to 4 years. Then sit back and relax, knowing that help is only a telephone call away. Unexpected repair bills will be settled immediately.

Further benefits include:

- Repairs carried out by Honda trained technicians
- Guarantees the use of only Genuine Honda parts
- Fully comprehensive AA cover

Just ask your authorised Honda Dealership for more details.

*Subject to the Warranty terms and conditions listed on pages 15 and 16 of your service book.

?Like beneficial Insurance rates

The Hondacare insurance scheme has been specially designed so that Honda owners receive beneficial insurance cover at competitive rates. To obtain details of all the benefits included and to receive a quotation, please contact your authorised Honda Dealer or call 0845 200 8000.

?Is help at hand when it really matters

With Honda it is. Because if you're unlucky enough to have an accident, we have a free Hondacare Accident Helpline that will sort all the details for you and make it a priority to get your car back on the road. In the event of an accident please telephone 0800 521 728.

Honda Aspirations Legal Copy

Total cash price includes £475 delivery & number plates, £38 first registration fee and VED in line with Government Legislation. The Guaranteed Minimum Future Value (*Honda Aspirations only) will be used to pay the Final Payment if the car is returned after the last monthly payment provided the car has been serviced in accordance with the Honda service book, is in good condition and the maximum permitted

mileage has not been exceeded. A £95 Credit Acceptance Fee is included in the monthly payments and a £45 Option to Purchase Fee is payable with the final payment. Finance is only available to persons aged 18 or over subject to status. Indemnities may be required in certain circumstances. Full written quotations available on request. All figures are correct at time of publication but may be subject to change. Models subject to availability.

HR-V technology

	HR-V		4WD CVT	
	4WD Manual		4WD CVT	
Engine				
Type	16V SOHC VTEC		16V SOHC	
Displacement (cc)	1590		1590	
Maximum power (PS @ rpm)	124 @ 6600		105 @ 6200	
Maximum torque (Nm @ rpm)	144 @ 4900		135 @ 3400	
Transmission				
5-speed manual	•		-	
Continuously Variable Transmission	-		•	
Performance				
Maximum speed (mph)	106		94	
Acceleration 0-62mph (sec)	11.3		13.8	
Fuel Consumption†	mpg	L/100km	mpg	L/100km
Urban	27.2	10.4	28.5	9.9
Extra urban	37.2	7.6	37.7	7.5
Combined	32.8	8.6	33.6	8.4
CO ₂ emission (g/km)	205		201	
Weights and Towing Data (kg)*				
Kerb weight (kg)	1273		1291	
Maximum towing weight (with brakes)	1200		800	
Maximum towing weight (without brakes)	500		500	
Maximum roof load (kg)	50		50	
Maximum trailer nose weight (kg)	60		60	
Fuel tank capacity (litres)	55		55	
Boot Capacity VDA Method (litres)				
Boot capacity rear seat up	285		285	
Boot capacity rear seat down	603		603	
Wheels and Tyres				
Wheel size	16 x 6JJ		16 x 6JJ	
Tyres	205/60 R16		205/60 R16	
Alloy wheels	•		•	
Instruments and Controls				
Digital clock	•		•	
Headlight on reminder buzzer	•		•	
Internally adjustable headlight	•		•	
Remote fuel filler release	•		•	
Safety				
4 x 3 point seat belts	•		•	
Dual SRS airbags	•		•	
Electronic (ABS) anti-lock brakes (EBD)	•		•	
Front seat belt pre-tensioners	•		•	
High level rear brake light	•		•	
Ventilated front disc brakes	•		•	
Security				
Alarm system	o		o	
ECU engine immobiliser	•		•	
Locking wheel nuts	•		•	
Remote keyless entry (with two transmitters)	•		•	
Visible VIN	•		•	
Exterior				
Body coloured bumpers	•		•	
Body coloured door handles	•		•	
Body coloured door mirrors	•		•	
Body styling kit	o		o	
Front fog lamps	•		o	
Heat absorbing tinted windows	•		•	
Rear spoiler	•		•	
Rear wash / wipe	•		•	

	4WD Manual	HR-V	4WD CVT
Comfort and Convenience			
Air conditioning	•		•
Silver gear shift knob	o		o
Central door locking	•		•
Pollen filter	•		•
Power folding door mirrors	•		•
Power windows	•		•
Power-assisted steering	•		•
Leather steering wheel	•		•
Tilt adjustable steering wheel	•		•
Seating			
Leather seats	o		o
Reclining rear seats	•		•
50:50 folding rear seats	•		•
Rear head restraints	•		•
In Car Entertainment (ICE)**			
Stereo radio CD player with RDS	•		•
Stereo cassette player with RDS	o		o
Front speakers	•		•
Rear speakers	o		o
Tweeters	o		o
CD 6 disc auto changer	o		o



Key: • = Standard o = Optional - = Not available

† **Fuel consumption** These are the results of the fuel consumption test conducted by the Department of Transport. This test is designed to give a realistic indication of on-road fuel consumption.
 * **Maximum towing weights** are based on the ability of the car, with two occupants of 75kg each, to restart on a 12% gradient at sea level. At altitudes in excess of 1500 metres, engine output may drop with a reduction in towing capability. Extra weight, such as additional passengers or luggage, should also be deducted from the maximum towing weight.
 ** For further information please refer to your local Honda dealer.
 For a full listing of accessories please see price list or your local Honda Dealer.

HR-V

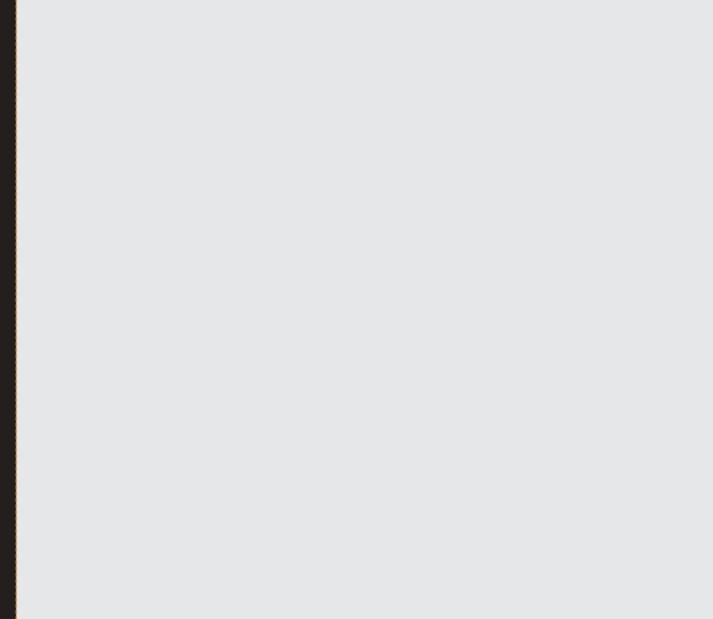


Model shown is HR-V with CVT

Available with all colour options. For full exterior colour options please see colour palette at back of brochure.



Nighthawk Black Pearl



Satin Silver Metallic



Milano Red



Cosmic Grey Pearl



Clear Blue Silver Metallic
Available from March 2004 onwards



Vivid Blue Pearl



Satin Silver Metallic



Nighthawk Black Pearl



Cosmic Grey Pearl



Milano Red



Vivid Blue Pearl



Clear Blue Silver Metallic
Available from March 2004 onwards