



The 2010 Honda
INSiGHT



A new
ECONcept



It's time for economy, and for fun. To not just count miles, but also make the miles count. It's time for a hybrid designed and priced for all of us.



It's a time whose idea has come.



INTEGRATED
MOTOR
ASSIST **IMA**



ECON ON

It's a model of
efficiency. The

Eco Assist™ feedback
system will help
make you one, too.



From sporty suspension to available 15" alloys, the Insight is designed to be as responsible as it is responsible.

Insight EX wheel/tire shown.



**Value, cleverly disguised
with sleek details like
projector-beam headlights.**

As a Honda, the Insight
has “fun to drive” built right in.



Insight EX with navigation steering wheel



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

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If extra mpg translates into longer trips, the Insight is equipped to help keep the miles rolling.

Insight LX/EX audio feature shown.

Spectrum White Pearl



Alabaster Silver Metallic



Clear Sky Blue Metallic



With high-quality materials used inside and out, the Insight is built to look new for years to come.

The 2010 Honda Insight is covered by the 3-year/36,000-mile New-Vehicle Limited Warranty as well as a 5-year/60,000-mile Limited Powertrain Warranty.³ The IMA battery pack comes with an 8-year/100,000-mile limited battery warranty.⁴

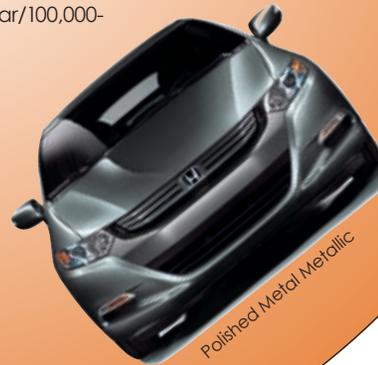
Crystal Black Pearl



Tango Red Pearl



Polished Metal Metallic



Atomic Blue Metallic



LX



- Eco Assist
- 1.3-liter i-VTEC[®] 4-cylinder engine with Integrated Motor Assist IMA[®]
- Advanced Technology Partial Zero-Emission Vehicle⁵ (AT-PZEV)
- Continuously variable transmission (CVT)
- 15-inch wheels with full covers
- 6 airbags
- Advanced Compatibility Engineering™ (ACE™) body structure
- Driver's and front passenger's active head restraints
- ABS with Electronic Brake Distribution (EBD)

- Tire Pressure Monitoring System⁶ (TPMS)
- Security system with remote entry
- Projector-beam halogen headlights
- Automatic climate control
- Power windows, door locks and side mirrors
- Tilt and telescopic steering column
- 60/40 split fold-down rear seatback
- 160-watt AM/FM/CD audio system with 4 speakers, MP3/Windows Media[®] Audio⁷ (WMA) playback capability and MP3/auxiliary input jack
- Blue backlit gauges
- Multi-Information Display (MID)

EX

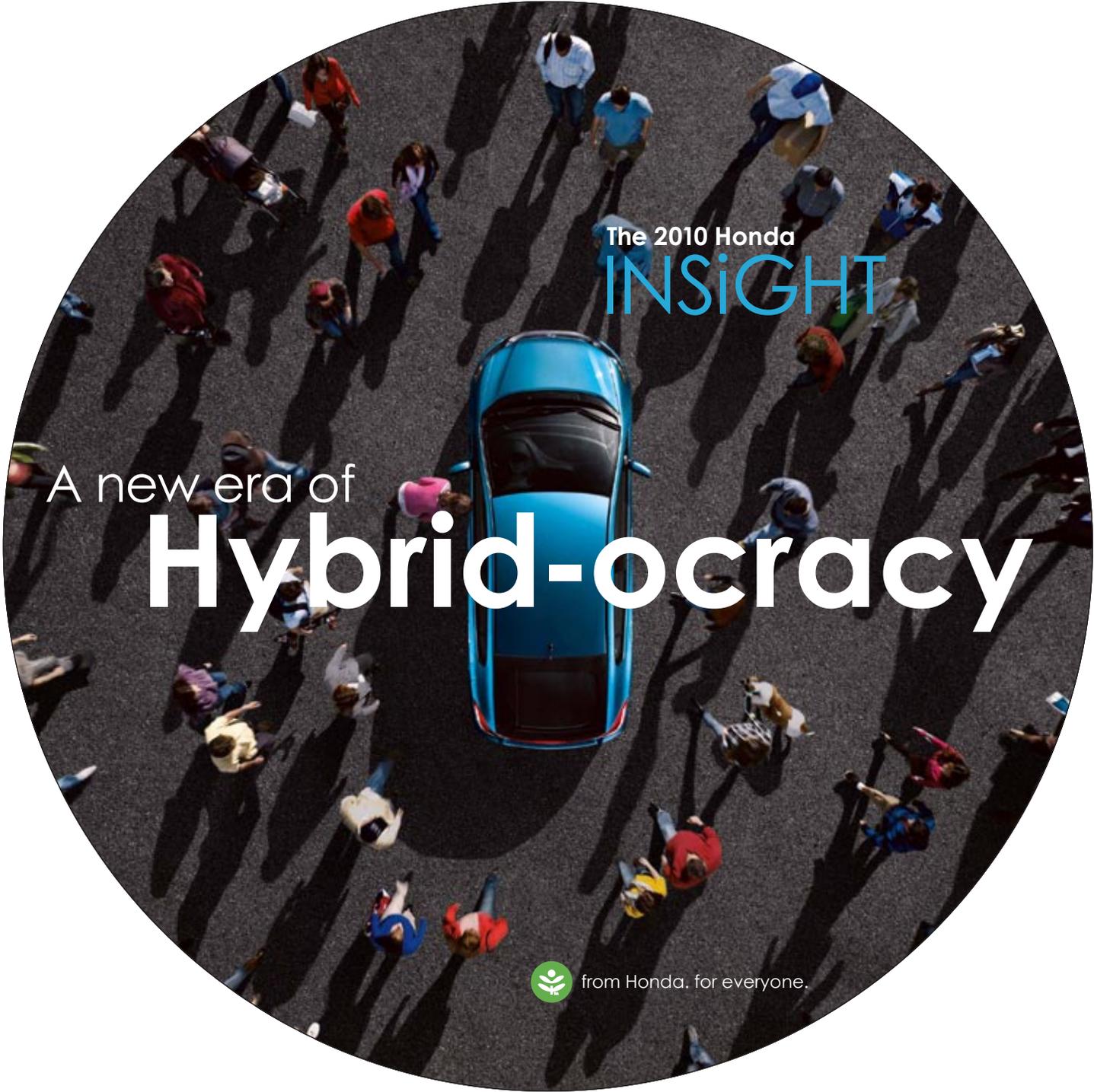


Adds to or replaces LX features:

- Steering wheel-mounted paddle shifters
- 15-inch alloy wheels
- Vehicle Stability Assist™ (VSA[®]) with traction control
- Heated side mirrors with integrated turn indicators
- Center console with armrest and storage compartment
- Cruise control
- 160-watt AM/FM/CD audio system with 6 speakers
- USB Audio Interface⁸
- Available Honda Satellite-Linked Navigation System™¹ with voice recognition and Bluetooth^{®9} HandsFreeLink[®]

For more information, go to insight.honda.com

¹The Honda Satellite-Linked Navigation System is available on the EX model in the United States, except Alaska. See your Honda dealer for details. ²Based 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. ³**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. See your Honda dealer for the terms and conditions of the limited warranties. ⁴Battery-pack limited warranty may vary. Consult the warranty booklet found in dealership. ⁵AT-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. ⁶For optimal tire wear and performance, the pressure should be checked regularly with a gauge. Do not rely solely on the monitor system. See your owner's manual for details. ⁷Windows Media[®] is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁸The 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. ⁹Some USB devices with security software and digital rights-protected files may not work. Please see your dealer for details on compatibility. ¹⁰The 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. **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. 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, Eco Assist, Eco Assist symbol, ECON, ECON button logo, HandsFreeLink, Integrated Motor Assist IMA, i-VTEC, Vehicle Stability Assist and VSA are trademarks of Honda Motor Co., Ltd. © 2009 American Honda Motor Co., Inc.

An aerial, top-down view of a large crowd of people walking on a dark asphalt surface. In the center of the crowd, a bright blue car is visible from above. The people are wearing various colorful clothing, and their shadows are cast on the ground. The entire scene is framed within a circular border.

The 2010 Honda
INSIGHT

A new era of
Hybrid-ocracy

 from Honda. for everyone.



**A car for everyone with a left brain.
And a right foot.**

The hybrid system's powerful electric motor and efficient 1.3-liter i-VTEC® engine give you plenty of power off the line and down the road. Paddle shifters on EX give you direct control of the continuously variable transmission (CVT), which has been tuned for performance.

Insight EX shown in Alabaster Silver Metallic.

3:45 pm: San Francisco, California

A circular photograph of a blue Honda Insight LX driving on a winding road. The car is shown from a rear three-quarter view, moving towards the right. The background features a scenic landscape with green trees and mountains under a clear sky. The car's license plate is visible and reads "AZ71539".

The Insight is just as at home in the curves as it is on a long commute. Its low center of gravity, electric power-assisted rack-and-pinion steering and responsive suspension all add up to plenty of sporty, road-hugging action.

Insight LX shown in Atomic Blue Metallic.

6:23 am: Boulder, Colorado



At an estimated 43 mpg², it's economy for people who want a big playground.

The Insight was born ready to roam. Its sophisticated gasoline-electric powertrain lets you get up to an estimated 43 mpg on the highway². Eco Assist provides feedback on your driving style to help you get the best mileage possible. A dash-mounted ECON™ button modifies various vehicle systems to maximize fuel economy² for your driving conditions.

Insight EX shown in Tango Red Pearl.

5:17 pm: Somewhere in Kansas



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

The Insight's flexible interior allows for multiple configurations. 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.

With room for 5, it's for people who like to share the fun.

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



Along with advanced engine technology, Honda also believes in making advanced safety technology available to everyone. This includes an Advanced Compatibility Engineering™ (ACE™) body structure, six airbags, active front head restraints, anti-lock braking system (ABS), Electronic Brake Distribution (EBD) and a Tire Pressure Monitoring System⁶ (TPMS).

Insight EX shown in Tango Red Pearl.

2:15pm: Shreveport, Louisiana



Being responsible doesn't mean doing without. Amenities include an available navigation system¹ with Bluetooth[®] HandsFreeLink[®]. Every Insight comes with a tilt and telescopic steering column, power windows, side mirrors and door locks, automatic climate control and a security system with remote entry.

Insight EX shown with Gray Fabric and available Honda Satellite-Linked Navigation System.¹

Cutting edge doesn't have to mean exclusive. Design and manufacturing advances have helped us make the Insight's battery pack lighter, more compact, and at the same time, less expensive to produce. It's the next big thing in hybrid technology: accessibility.

Technology for people who also appreciate simplicity.



Insight EX shown in Polished Metal Metallic.

7:14am: Boston, Massachusetts

Efficiency. Technology. Style. Fun.
From Honda, for everyone.

Insight EX shown in Clear Sky Blue Metallic.

11:52 pm: New York City, New York