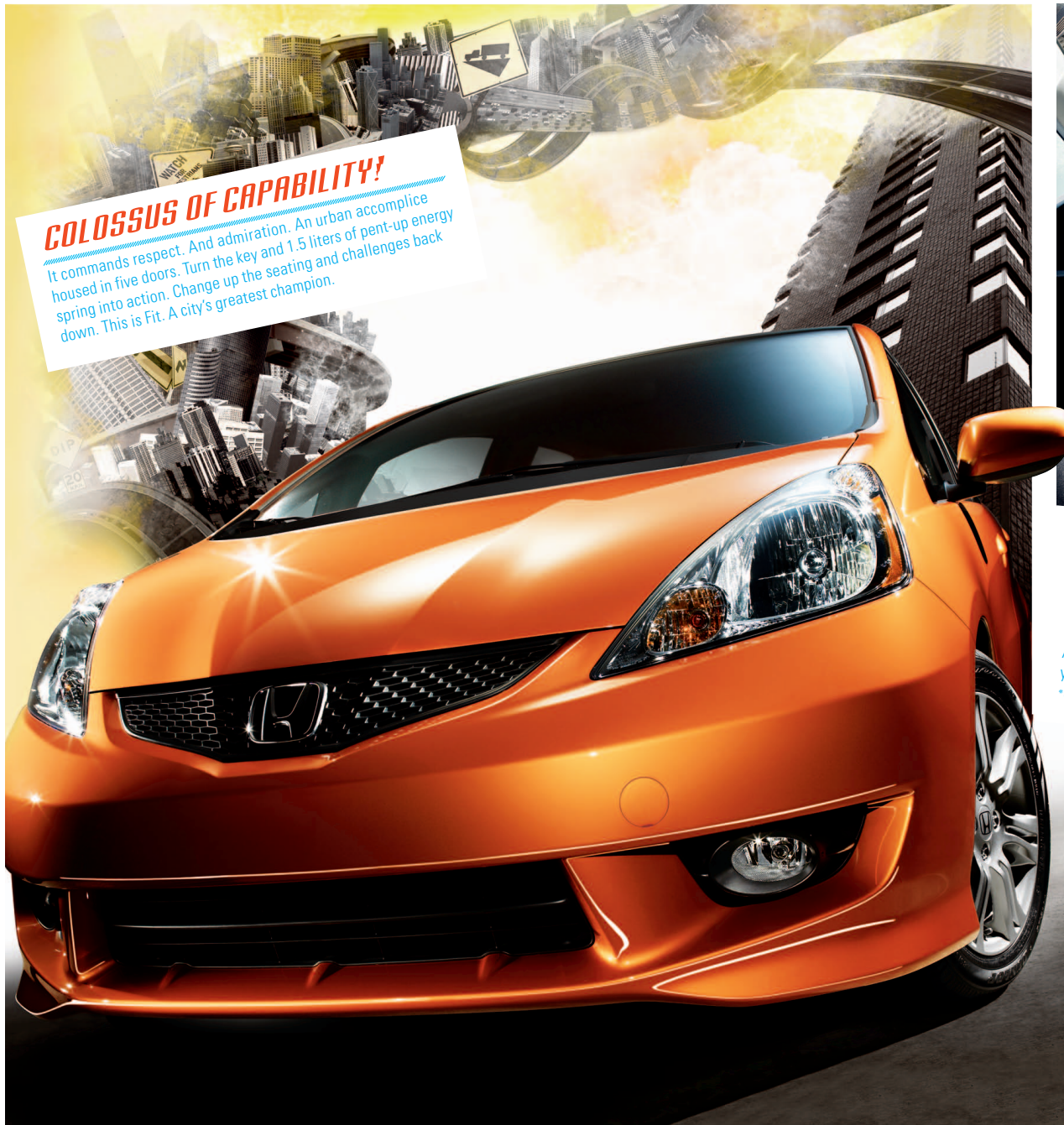




2011 Honda

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 with Black Fabric and available Honda Satellite-Linked Navigation System!

ASPHALT TRACER!

It's instinctive and responsive. Punch in an address and almost instantly the available Honda Satellite-Linked Navigation System™¹ 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.

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.

LONG-DISTANCE CRUISIN'

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.

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.



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

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.

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.

LONG MODE

Fold the front passenger seat 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.



SUPER SIPPER!

With a rating of 28 mpg city and 35 mpg highway (Fit w/5AT), 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 Sport shown in Alabaster Silver Metallic.



POUR ON THE ENERGY!

Whether it's steering around potholes or double-parked cars, speeding up to pass a slow-moving bus, or stopping to avoid an oblivious camera-laden tourist, Fit performs. Head out to the open road and Fit Sport's available steering wheel-mounted paddle shifters respond lightning-fast. So the next time you need to get somewhere pronto, remember: The Fit is Go!



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.

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.

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.



THE FIT IS GO!



Fit Sport shown in Crystal Black Pearl.

- FIT ACCESSORIES:**
- CARBON B-PILLAR TRIM**
- LEATHER-WRAPPED SHIFT KNOB**
- MT SPORT PEDALS**
- 16-INCH ALLOY WHEELS**
- MORE ACCESSORIES:**
- STAINLESS EXHAUST FINISHER**
- DOOR SILL TRIM**
- FOG LIGHTS**
- INTERIOR AMBIENT LIGHT**
- CARBON FIBER INTERIOR TRIM**
- SPORT GRILLE**
- LEATHER STEERING WHEEL COVER**

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.¹ Open the upper glove compartment 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.

USB AUDIO INTERFACE⁴

160-WATT AUDIO SYSTEM

ALUMINUM SHIFT KNOB

TEXTURED ALUMINUM PEDALS

HIGH-PERFORMANCE CAT-BACK EXHAUST

MUGEN ACCESSORIES

Everyone knows the name Mugen goes hand in hand with aftermarket performance accessories. Honda brings that prestigious history of refined power, style and handling to the Fit.



Fit owners can choose from a dozen Mugen accessories. Just visit your local dealer and pick the ones that match your style.

Fit Sport shown in Milano Red with available Mugen accessories.

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.* Honda seeks to provide a high level of occupant and pedestrian protection in all of our cars and trucks, regardless of size or price.



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

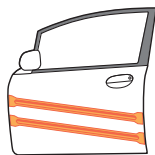
AUTOMATIC TENSIONING SEAT BELTS

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.



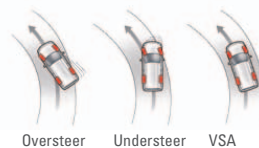
SIDE-IMPACT DOOR BEAMS

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.



VEHICLE STABILITY ASSIST™†

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



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.

FRONT AIRBAGS

The vehicle is equipped with dual-stage, multiple-threshold front airbags (SRS). One or both of these airbags 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 the likelihood of head or neck injuries for outboard occupants in the chance of a sufficient side collision.

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.



*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.

Airbags inflated for display purposes.

ENGINEERING

	<i>FIT</i>	<i>FIT SPORT</i>
Engine Type	In-Line 4-Cylinder	In-Line 4-Cylinder
Displacement (cc)	1497	1497
Horsepower @ rpm (SAE net)	117 @ 6600	117 @ 6600
Torque (lb-ft @ rpm)	106 @ 4800	106 @ 4800
Valve Train	16-Valve SOHC i-VTEC®	16-Valve SOHC i-VTEC
CARB Emissions Rating ⁵	ULEV-2	ULEV-2

TRANSMISSIONS

5-Speed Manual Transmission	•	without Navigation
5-Speed Automatic Transmission (available)	•	with Dual-Mode Paddle Shifters

BODY/SUSPENSION/CHASSIS

MacPherson Strut Front Suspension/ Torsion-Beam Rear Suspension	•	•
Power-Assisted Ventilated Front Disc/ Rear Drum Brakes (in, front/rear)	10.3/7.9	10.3/7.9
Wheels	15" with Full Covers	16" Alloy
All-Season Tires	175/65 R15 84S	185/55 R16 83H

EPA MILEAGE ESTIMATES²/CAPACITY

5-Speed Manual (City/Highway/Combined)	27/33/29	27/33/29
5-Speed Automatic (City/Highway/Combined)	28/35/31	27/33/30
Fuel (gal)	10.6	10.6
Required Fuel	Regular Unleaded	Regular Unleaded
Cargo Volume (cu ft, seat up/down)	20.6 / 57.3	20.6 / 57.3
Passenger Volume (cu ft)	90.8	90.8

SAFETY

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) with Electronic Brake Distribution (EBD)	•	•
Vehicle Stability Assist™ (VSA®) with Traction Control	•	•
Tire Pressure Monitoring System ⁶ (TPMS)	•	•
Daytime Running Lights (DRL)	•	•
Lower Anchors and Tethers for Children (LATCH): Lower Anchors (2nd-row outboard), Tether Anchors (2nd-row all)	•	•

EXTERIOR FEATURES

Security System with Remote Entry	Remote Entry only	•
Fog Lights		•
Multi-Reflector Halogen Headlights	with Dark Gray Bezels	with Tinted Chrome Bezels
Body-Colored Underbody Kit		•
Body-Colored Rear Roofline Spoiler		•
Chrome Exhaust Finisher		•

COMFORT & CONVENIENCE

Honda Satellite-Linked Navigation System™ with Voice Recognition ¹		Available
Power Windows with Auto-Up/Down Driver's Window	•	•
Power Door Locks	•	•
Cruise Control	•	•
Perforated Leather-Wrapped Steering Wheel		•
Steering Wheel-Mounted Paddle Shifters		5AT only
Tilt and Telescopic Steering Column	•	•
Illuminated Steering Wheel-Mounted Cruise Controls	•	•
Illuminated Steering-Wheel Audio Controls		with Navigation
Driver's and Front Passenger's Vanity Mirrors	•	•
Map Lights		•
12-Volt Power Outlet	•	•
Floor Mats	•	•

SEATING

Reclining Front Seatbacks	•	•
60/40 Split 2nd-Row Magic Seat® with Underseat Storage Compartment	•	•

AUDIO SYSTEMS

160-Watt AM/FM/CD Audio System	with 4 Speakers	with 6 Speakers
MP3/Windows Media® Audio ³ (WMA) Playback Capability	•	•
MP3/Auxiliary Input Jack	•	•
USB Audio Interface ⁴	•	•

INSTRUMENTATION

Maintenance Minder™ System	•	•
----------------------------	---	---



The Fit has earned an impressive collection of awards and accolades. Check out our Kelley Blue Book's kbb.com⁸ IntelliChoice⁹ Car and Driver 10Best¹⁰ awards and more at fit.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.² Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty, too.⁵ For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.



Want your own look? Ask your dealer about Honda Genuine Accessories. They're designed, engineered and tested to meet the same exacting standards as your new vehicle – and a high-quality way to make your new Honda a reflection of your one-of-a-kind personality.



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

¹ The Honda Satellite-Linked Navigation System™ is available on Sport models 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 Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁴ 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. ⁵ ULEV-2-rated by California Air Resources Board (CARB). ⁶ 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. ⁷ **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. ⁸ 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. ⁹ IntelliChoice "Smart Choice": 2010 www.IntelliChoice.com. The IntelliChoice trademark is a registered trademark of Automotive.com, LLC. ¹⁰ Car and Driver 10Best: Car and Driver, January 2010. **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, Maintenance Minder, Vehicle Stability Assist, VSA and i-VTEC are trademarks of Honda Motor Co., Ltd. © 2010 American Honda Motor Co., Inc.