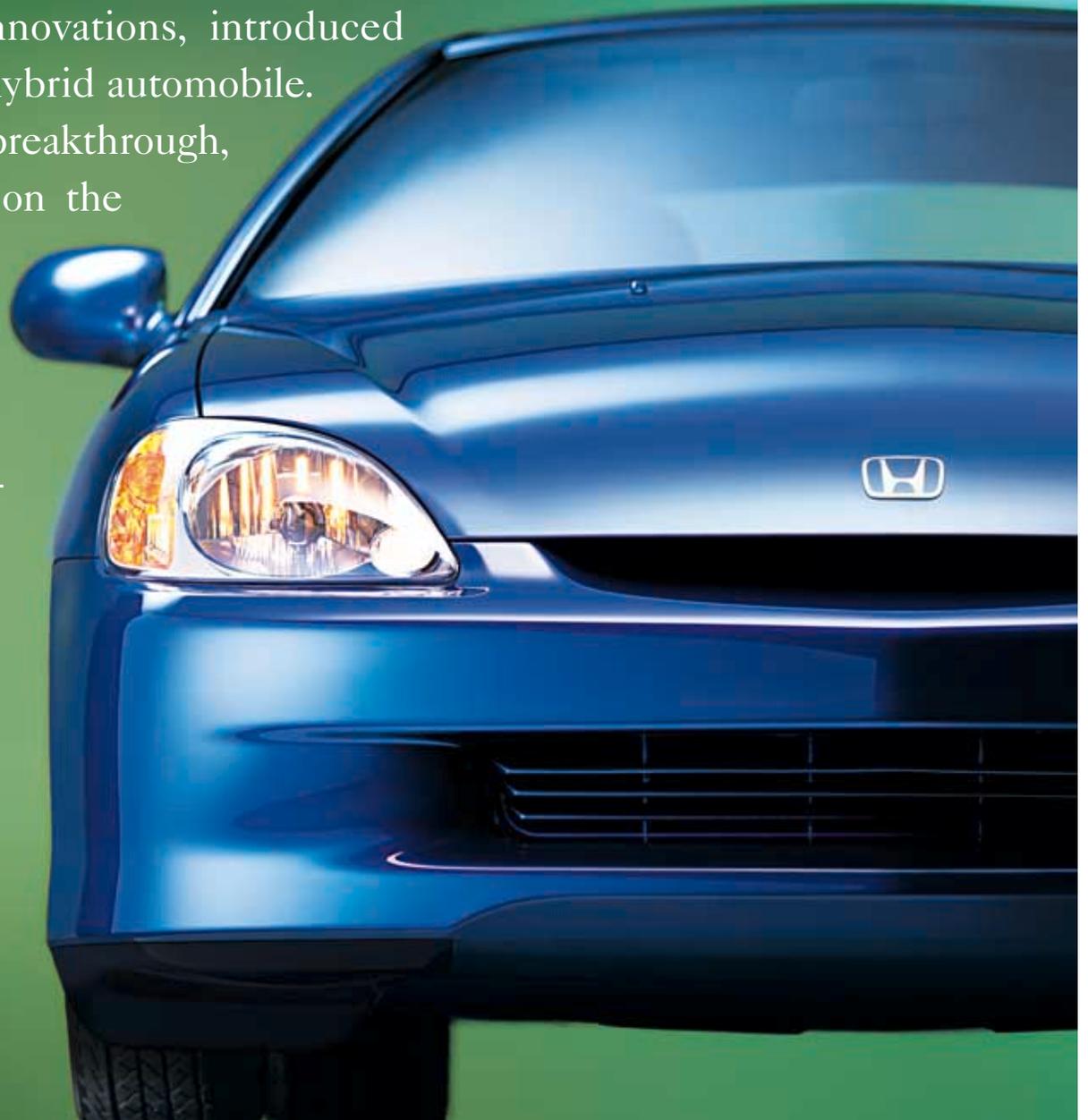


Honda²⁰⁰¹
Insight



It's no wonder Honda, a company driven by engineering excellence and technological innovations, introduced America's first gasoline-electric hybrid automobile.

The Insight. Nothing short of a breakthrough, it achieves 68 miles per gallon on the highway and a 700-mile range on one tank of fuel.* It combines an efficient 1.0 liter, 3-cylinder gasoline engine with an electric motor powered by advanced nickel-metal hydride batteries that never need to be plugged in. World-class design and the comforts you'd expect from a Honda. The Insight truly is a technological marvel. And fun to drive.



So fuel-efficient it actually
recycles its own horsepower.



Insight shown in Silverstone Metallic.



Under normal circumstances, the IMA System motor is used to **start** the gasoline engine.



As you **accelerate**, gasoline engine power is augmented by the IMA System's electric motor.



Under normal **cruise** conditions, the IMA motor is not required—the gasoline engine supplies the power.



Power for the electric motor mainly comes from the forward momentum and **braking** of the vehicle.



Idle stop cuts the gasoline engine while you're stopped, restarting it instantly as you go back into gear.

Insight's remarkable fuel efficiency is the product of **several technologies brought together in one vehicle.**

At the center of this is the Insight's hybrid powertrain.

The Integrated Motor Assist (IMA™) System combines two Honda innovations: a clean-running, highly efficient, 1.0 liter, 12-valve, 3-cylinder VTEC™-E (variable valve timing and lift electronic control) gasoline engine,

which is the main power source, and a powerful, ultra-thin electric motor.

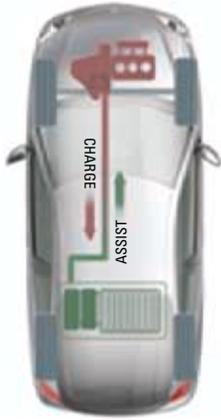
The Insight's IMA System uses this integrated electric motor to maintain lively performance by augmenting the output of the gasoline engine. Together, they produce a total of 73 hp to give the lightweight, aerodynamic Insight the acceleration and performance of a car with a larger engine. Lean-burn VTEC-E technology improves both fuel efficiency and throttle response, and helps



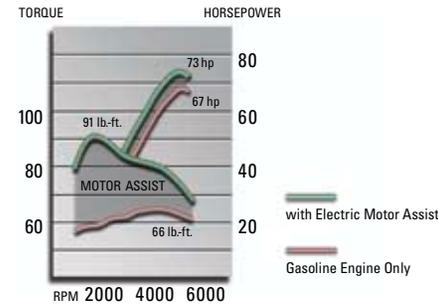
the Insight earn its Ultra-Low-Emission Vehicle† (ULEV) status. The electric motor draws power from a set of advanced nickel-metal hydride (Ni-MH) **batteries that are recharged as you drive normally.** This is possible because the electric motor reconfigures to operate as a generator, supplying charging current when the batteries need it. So you'll never need to plug the

Insight into an external charger – just fill it up with unleaded gasoline whenever the occasion arises. To further reduce fuel consumption and emissions when you're stopped in traffic, Insight's idle-stop feature will temporarily shut off its gasoline-powered engine, then restart it the instant you need to take off again. This unique combination of Honda-developed technologies operates with **seamless, transparent efficiency** – all you have to do is drive.

The heart of the Insight's **hybrid system** is Honda's innovative Integrated Motor Assist (IMA) System, coupling a compact 1.0 liter, 3-cylinder engine and an ultra-thin electric motor for outstanding efficiency.



Ideally suited to complement the gasoline engine's **performance characteristics**, the Insight's integrated electric motor significantly increases the IMA System's total torque output where it's needed most, at low rpm.



Insight shown in New Formula Red.

Weight and wind resistance inevitably hurt mileage and performance. Using refined aerodynamics and strong, lightweight materials such as aluminum help the Insight escape these boundaries gracefully while holding a firm line on passenger safety.



Lightweight, high-strength chassis construction, an aluminum-alloy front suspension, a compact torsion-beam rear suspension and an Electric Power Steering system (EPS) all contribute to the Insight's smooth ride and its responsive handling. The engine is willing and efficient, thanks to light, high-strength components and friction-reducing techniques. This advanced design helps give the Insight the response and performance capabilities of a conventional car, and VTEC-E technology helps minimize the effect on the environment. The 5-speed manual transmission



A continuously variable transmission (CVT) is available** for the high-mileage Insight. The CVT offers the convenience of an automatic transmission with the fuel efficiency and snappy performance of a manual transmission.

facilitates fuel economy, lively performance and smoothness. And a continuously variable transmission (CVT) is also available.** Safety features include an anti-lock braking system (ABS), side-impact door beams, dual front airbags‡ and 3-point seat belts with pretensioners and load limiters. The rigid aluminum body and frame are designed to meet stringent federal impact-protection standards by managing those forces in ways that help protect the driver and passenger.



A box-sectioned cabin floor and front and rear crumple zones are Insight structural features designed to help protect the driver and passenger in full-frontal, offset, side and rear impacts.

‡Honda reminds you and your passengers to always buckle up.



The **spacious Insight interior** gives both the driver and passenger room to stretch. Form-fitting, reclining high-back bucket seats are comfortably supportive, while the controls are easily accessible and operate with classic Honda precision and simplicity.

Since the Insight seems to go virtually forever on a tank of gas, we made sure the interior was up for the ride. This high-tech two-seater is **spacious and comfortable**. Its expansive windshield offers you a sweeping view of the world outside. While inside, the available air conditioner with micron air-filtration system keeps you cool. There's an AM/FM stereo cassette with built-in clock for entertainment. And for your convenience, you'll find power windows with auto-down driver's window, power door locks with remote entry and two beverage holders. Storage bins and pockets are numerous,

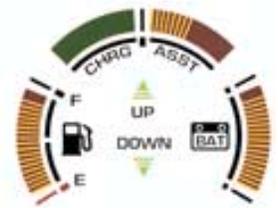
including a handy driver's storage compartment. There's even a 12-volt accessory outlet at your disposal. The Insight also features a **sophisticated electronic instrument display**, which is a combination analog and digital readout that is designed to be easily read and understood. It tracks essential information for you about the IMA System. There's even a shift indicator light that prompts you to shift so you can achieve the best fuel economy. The Insight, as revolutionary as it is, still knows how to make you feel at home. Drive one for the environment. Drive one for yourself.



The Insight's **electronic instrument display** provides a wealth of useful information such as rpm, engine coolant temperature and the idle-stop indicator.



Below the large and easy-to-read digital speedometer, there's helpful information like the distance the car has traveled, plus current and cumulative fuel economy.



The electronic instrument display also includes fuel supply level, **battery state of charge**, and IMA CHARGE and ASSIST indicators.



When you purchase a Honda, your vehicle is covered by the 3-year/36,000-mile limited warranty.**
See [your dealer](#) for more details. Contact us at 1-800-33-HONDA, or visit our Web site at honda.com.

HONDA Finance

If you want quality service and dependable nationwide support, turn to [American Honda Finance Corporation](#). They can assist you with your next purchase of a Honda automobile or product.

HONDA Care

[Honda Care](#) is a comprehensive, affordable vehicle and travel protection plan that is backed by Honda reliability, service and parts. Check with your dealer for additional information.

Honda²⁰⁰¹ Insight

Specifications and Features

IMA System	
Gasoline Engine	
Type: Aluminum-Alloy	In-Line 3-cyl.
Displacement (cc)	995
Horsepower @ rpm (SAE net/with IMA™)	67 @ 5700/73 @ 5700
Torque (lb.-ft. @ rpm/with IMA)	66 @ 4800/91 @ 2000
Compression Ratio	10.8:1
Valve Train: 12-Valve SOHC	VTEC™-E Lean-Burn
Fuel System	Multi-Point Fuel Injection
Ignition System	Electronic w/Immobilizer
Emission Rating	ULEV†
Idle-Stop Feature	
105,000-Mile Tune-Up Interval†††	
Electric Motor/Generator/Power Storage	
Motor Type	Permanent Magnet
Power Output (kw @ rpm)	10 @ 3000
Motor Width (in.)	2.4
Battery Type	Nickel-Metal Hydride (Ni-MH)
Output	144V (120 cells @ 1.2V)
Rated Capacity	6.5 AH
Drivetrain	
Type	Front-Wheel Drive
Manual Transmission	5-Speed
Continuously Variable Transmission (CVT)	Available**
Final Drive Ratio	3.21
Body/Suspension/Chassis	
Body Type	Aluminum Monocoque
Front Suspension	MacPherson Strut
Rear Suspension	Twist Beam
Front Stabilizer Bar (mm)	17.3
Electric Power Steering (EPS)	Variable-Assist Rack-and-Pinion
Turning Diameter, Curb-to-Curb (ft.)	31.4
Power-Assisted Front Disc/Rear Drum Brakes	
4-Wheel Anti-Lock Braking System (ABS)	
Wheels	14" Alloy
Low Rolling Resistance Tires: All-Season	P165/65 R14 78S
Exterior Dimensions	
Wheelbase (in.)	94.5
Length (in.)	155.1
Height (in.)	53.3
Width (in.)	66.7
Track (in., front/rear)	56.5/52.2
Curb Weight (lbs.)	1847/1878 [∞]

Interior Dimensions	
Headroom (in., front)	38.8
Legroom (in., front)	42.9
Shoulder Room (in., front)	50.5
Hiproom (in., front)	48.7
Passenger Volume (cu. ft.)	47.4
Cargo Volume (cu. ft.)††	16.3
Exterior Features	
Body-Colored Dual Power Mirrors	
Impact-Absorbing Body-Colored Bumpers	
Aerodynamic Rear Fender Skirts	
Heat-Rejecting, Green-Tinted Glass	
Remote Entry System	
Rear Window Wiper/Washer	
Alloy Wheels	
Interior Features	
Automatic Air Conditioning w/Micron Air-Filtration System ^{∞∞∞}	
Power Windows w/Auto-Down Driver's Window	
Power Door Locks	
AM/FM Stereo Cassette w/Clock & 2 Speakers	
Electronic Instrument Display	
Fuel Mileage Computer	
Economy Shift Indicator	
Driver's and Front Passenger's Airbags (SRS)	
3-Point Seat Belts	
Reclining High-Back Bucket Seats	
Beverage Holders	
Driver's Storage Compartment	
Lockable Glove Compartment	
Rear-Center Net Pocket	
Hidden Rear Storage Well	
2-Speed/Intermittent Windshield Wipers	
Rear Window Defroster w/Timer	
12-Volt Accessory Outlet	
Remote Fuel Filler Door Release	
Door-/Hatch-Open Indicator Light	
Map Lights	
Driver's Vanity Mirror	
Cargo Area Light	
Cargo Hooks	
EPA Mileage Estimates*/Fuel Capacity	
5-Speed Manual (City/Highway)	61/68
Fuel (gal.)	10.6

*Mileage figures shown for comparison only. Actual mileage may vary. †California Air Resources Board ULEV-certified for California and some Northeastern states. LEV-rated in the rest of the country. **Starting spring 2001. ††Based on in-house measurement. ***3-Year/36,000-Mile Limited 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 this limited warranty. †††Maintenance needs vary with use and driving conditions. [∞]Without/with air conditioning. ^{∞∞∞}Insight is also available without air conditioning. **Always use seat belts and child restraints.** 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 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.



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Accord Coupe



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Insight