A new concept

The 2010 Honda Insight
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.
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.

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.
The hybrid engine makes for smooth starts. The standard anti-lock brakes with Electronic Brake Distribution do the same for the stops.
If extra mpg translates into longer trips, the Insight is equipped to help keep the miles rolling.
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. The IMA battery pack comes with an 8-year/100,000-mile limited battery warranty.
The Honda Satellite-Linked Navigation System is available on the EX model in the United States, except Alaska. See your Honda dealer for details.

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.

California Air Resources Board (CARB) are available in California and states that have adopted California Zero-Emission Vehicle regulations. Regularly with a gauge. Do not rely solely on the monitor system. See your owner's manual for details.

Some USB devices with security software and digital rights-protected files may not work. Please see your dealer for details on compatibility.

Battery-pack limited warranty may vary. Consult the warranty booklet found in dealership.

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 on 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 USA division of American Honda Motor Co., Inc.

For more information, go to insight.honda.com

LX
- Eco Assist
- 1.3-liter i- VTEC® 4-cylinder engine with Integrated Motor Assist IMA®
- Advanced Technology Partial Zero-Emission Vehicle (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 System® (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® Audio® (WMA) playback capability and MP3/auxiliary input jack
- Blue backlit gauges
- Multi-Information Display (MID)

EX
- Cruise control
- 160-watt AM/FM/CD audio system with 6 speakers
- USB Audio Interface®
- Available Honda Satellite-Linked Navigation System™ with voice recognition and Bluetooth®
- HandsFreeLink®

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

6-Year/100,000-Mile Powertrain Warranty
3-Year/36,000-Mile Limited Warranty
5-Year/60,000-Mile Limited Powertrain Warranty

3-Year/36,000-Mile Limited Warranty 6-Year/100,000-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. • Battery-pack limited warranty may vary. Consult the warranty booklet found in dealership. • i- VTEC (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. • The optional tire pressure and performance tire pressure should be checked regularly with a gauge. Do not rely solely on the monitor system. See your owner’s manual for details. • Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. • 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 dealer for details on compatibility. • 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. 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 on 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 USA division of American Honda Motor Co., Inc.

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A new era of Hybrid-ocracy
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.
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.
At an estimated 43 mpg, it’s economy for people who want a big playground.
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.
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 System (TPMS).
Being responsible doesn’t mean doing without. Amenities include an available navigation system \( ^* \) 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.
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.
From Honda, for everyone.