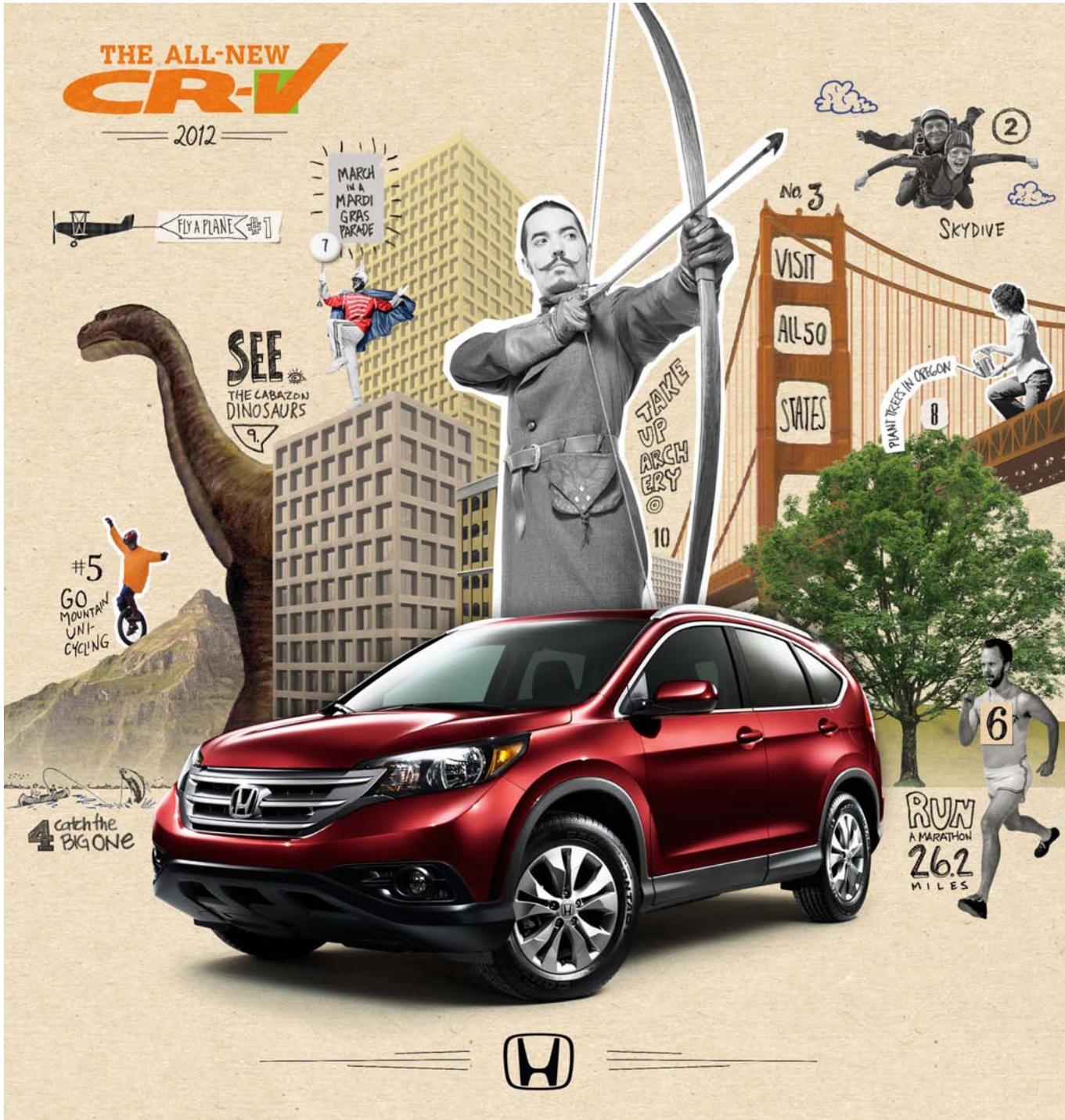


THE ALL-NEW
CR-V

2012



FLY A PLANE #1

MARCH IN A MARDI GRAS PARADE #7

SKYDIVE #2

No. 3
VISIT
ALL 50
STATES

PLANT TREES IN OREGON #8

TAKE UP ARCHERY #10

SEE THE CABAZON DINOSAURS #9

#5
GO MOUNTAIN UNICYCLING

#4
CATCH THE BIG ONE

#6
RUN A MARATHON
26.2 MILES



the LEAP ✓ LIST

Everyone has a few things they'd like to do before taking life's next **BIG** leap. Maybe it's skydiving. Maybe it's shark diving. Maybe it's surfing and snowboarding on the same day. Whatever it may be, it's something just for **YOU**. We call it a Leap List item. And the all-new 2012 CR-V is built to help you get to every last one of them.

SO WHAT'S ON YOURS?





CR-V AWD EX-L shown in Polished Metal Metallic.



"Freaking out when we got there"

I was ROASTING in this suit

READY WHEN YOU ARE

From bumper to bumper, the new CR-V is loaded with practically everything you need to tackle your Leap List. It's your ultra-versatile adventure partner, and it's built to take you just about anywhere you're willing to go. So buckle up and let's do this. The clock is ticking and we've got a lot of ground to cover.



The image shows the interior of a Honda CR-V at night. The driver's perspective is shown, with the steering wheel, dashboard, and center console visible. The windshield shows a vibrant green aurora borealis (Northern Lights) over a dark landscape. The text "SEE THE Northern Lights ✓" is overlaid on the windshield view in a white, handwritten-style font.

SEE THE
Northern Lights ✓

BEHOLD THE BEAUTY OF TRUE INTELLIGENCE

The new CR-V is designed so you're comfortable in your seat, confident behind the wheel and in control of the road. Inside, everything has a place and a purpose. Steering wheel-mounted controls allow you to manage your music, phone calls and other onboard information without taking your hands off the wheel. And anything you might need is precisely where it should be, like the available Honda Satellite-Linked Navigation System¹ with Voice Recognition and FM Traffic, and the updated center console with standard USB Audio Interface² that powers and plays your media devices.*

*Drive responsibly. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. For safety reasons, always launch your audio application or perform any other operation on your phone or audio device only when the vehicle is safely parked.

CR-V EX-L shown with Black Leather and available Honda Satellite-Linked Navigation System.^{TM1}



CR-V EX-L shown with Black Leather and available Honda Satellite-Linked Navigation System¹

VISIT



Whether your Leap List takes you 5 miles away or 500, you'll always have a helpful co-pilot riding with you. The intelligent Multi-Information Display (i-MID) sits right up front and communicates with virtually all of your CR-V's onboard systems. The i-MID knows lots of useful tricks. It gives turn-by-turn directions (EX-L with navigation¹),* displays tunes from your iPhone[®][†] and Pandora[®][‡] internet radio and reads your text messages⁴. You can customize your CR-V's settings with i-MID and obtain all kinds of drive-related information, too. Chances are you'll log quite a few miles before you discover everything i-MID can do.

*Some roads unverified. Please see your Honda dealer for details. [†]iPhone is a registered trademark of Apple Inc.



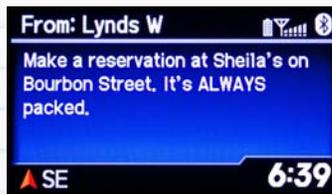
PANDORA[®] TO GO

i-MID and Pandora[®] serve up an endless selection of tunes for your Leap List. Connect your iPhone[†] via USB² and a whole world of music is available at your fingertips. Literally. You control the i-MID and Pandora[®] right from your steering wheel. N'awlins, here we come...



MAKE IT PERSONAL

Customize your ride with the i-MID and make driving your CR-V an experience that's uniquely your own. Upload your own photos to the i-MID for a little dose of inspiration on the road. You can set all kinds of display and system preferences as well, like interior light timing, door lock timing and display language.



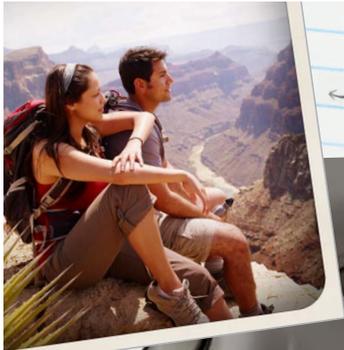
SMS? NP.

Connect your compatible phone⁴ to the i-MID and you'll receive an onscreen alert when you get an incoming text message. The steering wheel-mounted controls can tell the i-MID to display the message, read it out loud, save it for later or send a reply using one of several short, pre-written messages.

Drive responsibly. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. For safety reasons, always launch your audio application or perform any other operation on your phone or audio device only when the vehicle is safely parked. State or local laws may limit use of texting feature. Only use texting feature when conditions allow you to do so safely.

*Oh when the saints...
go marching in...*

Oysters Eaten 4/11



← MOST beautiful spot ever

✓ hike in and out of the Grand Canyon



CR-V EX-L shown with Beige Leather and available Honda Satellite-Linked Navigation System.¹



ENJOY WIDE OPEN SPACES

With over 100 cubic feet of passenger space, the new CR-V can seat five adults comfortably with plenty of room to spare. On EX-L models, leather-trimmed seats add a touch of luxury for everyone, and the front seats have built-in warmers, making shotgun that much sweeter.

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

CHOOSE YOUR CLIMATE

Some like it cool. Others like it hot. That's why we designed a sophisticated dual-zone climate control system (EX-L models). It allows both the driver and the front passenger to choose their own temperature. Or, if preferred, a single temperature can be selected for the entire cabin.

YOUR BUILT-IN DRIVE-IN

Here's a great way to handle backseat drivers and fussy passengers: pop in a movie. The 7" DVD Rear Entertainment System¹ is available on EX-L models, and will keep whoever's in your rear seat entertained. And thanks to the included wireless headphones (one pair), the cabin stays quiet, too.



✓ SPEND
A WEEK IN A
YURT

EXPLORE YOUR OPTIONS

Sometimes, you need a car that knows how to be more than just a car. On any given day, it might need to be a moving truck, a sports car or even a motor home. Especially when you're tackling your Leap List. That's why the new CR-V is built for just about every occasion – it has a black belt in versatility. Need cargo space? Room to roam? Power outlets? Engine power? No problemo. The CR-V knows how to do a lot more than just get you from A to B.

CR-V 2WD EX-L shown in Alabaster Silver Metallic.

Learn To Play An Instrument ✓

IT HOLDS YOUR INTERESTS

Cargo space is a beautiful thing, and once you have it, it's hard to drive around without it. So we made sure the new CR-V has plenty of space for getting all your belongings wherever they need to go.* Be your own delivery service, and save the truck rentals or friend's-van borrowing for the times when nothing else will work. Your CR-V has you covered for the other 364 days a year.



Keyboard?

attempt #1
Needed something w/ more "oomph"



harp?!?

loading all this is a workout



DRUMS!

yesssss
drumma chick



GUITAR??



SHAZAM!
More room, instantly!



Since you don't always know what you'll end up hauling, we gave you as much cargo space as we could and a lot of different ways to configure it. The 60/40 split rear seatback folds down easily with a single pull, and creates over 70 cubic feet of cargo space.⁵ A low cargo floor makes loading and unloading a breeze, and four tie-down anchors help keep everything secure and stable. Once it's all in, the retractable cargo cover (EX and above) helps keep it out of sight.*

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

PERFORMANCE, ENHANCED

With all of the high-tech touches and creature comforts we've added to the new CR-V, you could almost overlook one hugely important fact: There's legendary Honda engineering under the hood. That means the new CR-V is as fun to drive as anything on the road, and that we've balanced exhilarating performance with amazing fuel efficiency.⁸ So, don't be surprised if your favorite feature of the new CR-V is still the gas pedal.



EXTREME EFFICIENCY

With Eco Assist,TM car and driver work together to help improve fuel efficiency.⁸ Push the green ECON button and the CR-V automatically adjusts its systems to help make them more efficient. Eco Assist also gives real-time feedback on how efficiently you're driving. Monitor the bars around the speedometer, and the more they stay in the green, the farther you can go on a tankful.

TACKLE THE TERRAIN

The available Real Time AWD with Intelligent Control SystemTM helps your CR-V react lightning-fast to the slightest loss of traction. When the system senses wheel slippage, it electronically transfers power and Hill Start Assist prevents the CR-V from rolling forward or backward when stopped on a steep grade.

STEADY AS SHE GOES

The new CR-V drives smoothly, and the MacPherson strut front suspension is a big reason why. Curves and bumps are no match for engineering like this, and it also helps keep body roll and tire noise in check.

POWER AND PERFORMANCE

Purring quietly under the hood is our most powerful and efficient CR-V engine yet. The 2.4-liter, dual overhead camshaft (DOHC) i-VTEC[®] 4-cylinder engine has 185 horsepower and 163 lb-ft of torque. Plus, it gets an EPA-estimated 23 city/31 highway mpg (2WD) and 22 city/30 highway mpg⁶ (AWD), and it has a ULEV-2¹ CARB emissions rating. That's a lot of power without a lot of effort.

CR-V AWD EX-L shown in Twilight Blue Metallic with accessory crossbars and surfboard and snowboard attachments.

SURF & SNOWBOARD
ON THE SAME DAY ✓

CR-V 2WD EX-L shown in Alabaster Silver Metallic.



Visit all 50 states

SERIOUS SAFETY

The most important part of your Leap List is accomplishing it safely. That's why every safety feature of the new CR-V comes standard. No exceptions. So when you're out there chasing down everything on your Leap List, know you've got Honda's unwavering commitment to safety all around you.

HOLD THE COURSE

In the event of an oversteer or understeer, Vehicle Stability Assist™* can automatically brake individual wheels and/or reduce engine power. It also features a traction control function to help prevent wheelspin during acceleration.

INNER STRENGTH

The Advanced Compatibility Engineering™ (ACE™) body structure is a Honda-exclusive body design, and it utilizes a network of connected structural elements to help distribute frontal crash energy more evenly throughout the front of the vehicle.

A BREAKTHROUGH IN BRAKING

Brake Assist, a component of the anti-lock braking system (ABS), helps apply full braking force in some emergency situations. Electronic Brake Distribution (EBD) helps balance braking forces depending upon dynamic loading.

*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 AROUND

The CR-V is equipped with dual-stage, multiple-threshold front airbags, side-curtain airbags with rollover sensor, and front side airbags with passenger-side Occupant Position Detection System (OPDS). And they all come standard.*

SECURE THEIR SEATS

The rear seats of the CR-V feature Lower Anchors and Tethers for CHildren (LATCH). So when the time comes, you can safely and easily install compatible child seats.

TIRE PRESSURE? CHECK

Sometimes it can be difficult for drivers to tell if their tires are low on air. The Tire Pressure Monitoring System (TPMS)⁹ electronically monitors the pressure in all four tires and alerts the driver if tire pressure becomes significantly low.

Airbags inflated for display purposes.

*Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly restrained in the rear seat.



CR-V AWD EX shown in Opal Sage Metallic.

MAKE IT YOURS

Engineering	LX	EX	EX-L
Engine Type	In-Line 4-Cylinder	In-Line 4-Cylinder	In-Line 4-Cylinder
Horsepower @ rpm (SAE net)	185 @ 7000	185 @ 7000	185 @ 7000
Torque (lb-ft @ rpm)	163 @ 4400	163 @ 4400	163 @ 4400
Valve Train	16-Valve DOHC i-VTEC®	16-Valve DOHC i-VTEC	16-Valve DOHC i-VTEC
Drive-by-Wire™ Throttle System	•	•	•
Eco Assist™ System	•	•	•
Real Time AWD with Intelligent Control System™	Available	Available	Available
Hill Start Assist	•	•	•
CARB Emissions Rating ⁷	ULEV-2	ULEV-2	ULEV-2
Transmission			
5-Speed Automatic Transmission	•	•	•
Body/Suspension/Chassis			
MacPherson Strut Front Suspension / Multi-Link Rear Suspension	•	•	•
Motion-Adaptive Electric Power-Assisted Rack-and-Pinion Steering (EPS)	•	•	•
Wheels	16" Styled Steel	17" Alloy	17" Alloy
All-Season Tires	215/70 R16 100S	225/65 R17 102T	225/65 R17 102T
EPA Mileage Estimates⁹/Fuel			
5-Speed Automatic (2WD; City/Highway/Combined)	23/31/26	23/31/26	23/31/26
5-Speed Automatic (AWD; City/Highway/Combined)	22/30/25	22/30/25	22/30/25
Fuel (gal)	15.3	15.3	15.3
Required Fuel	Regular Unleaded	Regular Unleaded	Regular Unleaded
Exterior Features			
One-Touch Power Moonroof with Tilt Feature		•	•
Security System with Remote Entry	Remote Entry only	•	•
Roof Rails		•	•
Fog Lights		•	•
Folding Power Side Mirrors with Expanded View Driver's Mirror	•	•	Body-Colored / Heated
Rear Privacy Glass		•	•
Comfort & Convenience			
Air Conditioning with Air-Filtration System	•	•	
Dual-Zone Automatic Climate Control System			•
Honda Satellite-Linked Navigation System™ ¹¹ with Voice Recognition and FM Traffic			Available
Multi-Angle Rearview Camera	•	•	•
Honda DVD Rear Entertainment System ¹			Available
Bluetooth® ⁹ HandsFreeLink®	•	•	•
Power Windows with Auto-Up/Down Driver's Window	•	•	•
Power Door and Tailgate Locks	•	•	•
Cruise Control	•	•	•
Tilt and Telescopic Steering Column	•	•	•
Leather-Wrapped Steering Wheel			•
Illuminated Steering Wheel-Mounted Controls	Cruise / Audio / Phone / i-MID	Cruise / Audio / Phone / i-MID	Cruise / Audio / Phone / i-MID / Navigation (available)
Driver's and Front Passenger's Vanity Mirrors	•	Illuminated	Illuminated
12-Volt Power Outlets	Front / Center Console	Front / Center Console	Front / Center Console
Map Lights	•	•	•
Rear-Seat Center Armrest	•	•	•
Floor Mats	•	•	•

Safety	LX	EX	EX-L
Dual-Stage, Multiple-Threshold Front Airbags (SRS)	•	•	•
Front Side Airbags with Passenger-Side Occupant Position Detection System (OPDS)	•	•	•
Side Curtain Airbags with Rollover Sensor	•	•	•
Advanced Compatibility Engineering™ (ACE™) Body Structure	•	•	•
Vehicle Stability Assist™ (VSA®) with Traction Control and Brake Assist	•	•	•
Anti-Lock Braking System (ABS) with Electronic Brake Distribution (EBD)	•	•	•
Tire Pressure Monitoring System (TPMS) ⁸	•	•	•
Daytime Running Lights (DRL)	•	•	•
Lower Anchors and Tethers for Children (LATCH): Lower Anchors (2nd-row all), Tether Anchors (2nd-row all)	•	•	•
Seating			
Driver's Seat with 10-Way Power Adjustment, Including Power Lumbar Support			•
Driver's Seat with Manual Height Adjustment	•	•	•
Leather-Trimmed Seats			•
Heated Front Seats			•
Easy Fold-Down 60/40 Split Rear Seatback	•	•	•
Audio Systems			
160-Watt AM/FM/CD Audio System with 4 Speakers	•		
160-Watt AM/FM/CD Audio System with 6 Speakers		•	
328-Watt AM/FM/CD Audio System with 7 Speakers, Including Subwoofer			•
Bluetooth ⁹ Streaming Audio	•	•	•
Pandora® Internet Radio Compatibility ³	•	•	•
XM® Radio ¹⁰			•
USB Audio Interface ²	•	•	•
MP3/Auxiliary Input Jack	•	•	•
MP3/Windows Media® Audio (WMA) ¹¹ Playback Capability	•	•	•
Multi-Information Display			
Average Fuel Economy Indicator	•	•	•
Exterior Temperature Indicator	•	•	•
Instant Fuel Economy Indicator	•	•	•
Miles-to-Empty Indicator	•	•	•
Intelligent Multi-Information Display			
Bluetooth ⁹ HandsFreeLink®	•	•	•
Bluetooth ⁹ Streaming Audio	•	•	•
Compass	•	•	•
Customizable Wallpaper Settings	•	•	•
Multi-Angle Rearview Camera	•	•	•
Pandora Internet Radio Compatibility ³	•	•	•
SMS Text Message Function ⁴	•	•	•
Turn-By-Turn Directions			with Navigation



All 2012 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.¹² Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty,¹² too. For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.



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.



Manufactured to the same strict standards as Honda vehicles, Honda Genuine Accessories are the perfect way to personalize and protect your vehicle. Please see your Honda dealer for details.

¹The Honda Satellite-Linked Navigation System is available on EX-L models in the United States, Canada and Puerto Rico. FM Traffic service only available in the United States, except Alaska. The Honda Satellite-Linked Navigation System and DVD Rear Entertainment System are only available separately on EX-L models. Please see your Honda dealer for details. ²The 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. ³Compatible with select Apple® iPhone® devices only. Your wireless carrier's rate plans apply. ⁴Compatible with select phones with Bluetooth® only. Your wireless carrier's rate plans apply. State or local laws may limit use of texting feature. Only use texting feature when conditions allow you to do so safely. ⁵Carrying too much cargo or improperly storing it can affect the handling, stability and operation of this vehicle. Before carrying any cargo, be sure to consult the owner's manual for load limits and loading guidelines. ⁶23 city/31 highway/26 combined mpg for 2WD models. 22 city/30 highway/25 combined mpg for AWD models. Based on 2012 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. ⁷ULEV-2 (Ultra-Low-Emission Vehicle) models as certified by the California Air Resources Board (CARB). ⁸For 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. ⁹The 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. ¹⁰XM services require a subscription after 90-day trial period. Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically be renewed and you will be billed at then-current rates until you call XM at 1-800-967-2346 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. ©2011 Sirius XM Radio Inc. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. and its subsidiaries. ¹¹Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ¹²3-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. **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, Eco Assist, ECON logo, HandsFreeLink, Real Time AWD with Intelligent Control System, Vehicle Stability Assist, VSA and i-VTEC are trademarks of Honda Motor Co., Ltd. ©2011 American Honda Motor Co., Inc.