



2014

Insight





44-mpg highway rating.¹

Can your car complement your life? It can – if you choose one that reflects your style, sense of fun, and concern for the environment. Presenting the 2014 Insight: a hybrid that's designed – and priced – for those of us who count the miles, as well as make the miles count.

Insight LX shown in Mediterranean Blue Pearl.



Dash inside.

It's a Honda, so "fun to drive" is built right in. The leather wrapped steering wheel and racing-inspired paddle shifters (EX and above) will put the joy back into any commute. Or simply keep it in Drive and let the smooth continuously variable transmission (CVT) do all the work.

Insight EX shown with Gray Fabric and available Honda Satellite-Linked Navigation System.^{TM2}



Insight EX shown with Gray Fabric and available Honda Satellite-Linked Navigation System²

MAKE A CONNECTION.

If better mpg ratings¹ translate into longer trips, the Insight is equipped to keep you in the comfort zone. Connect your iPod[®]* to the USB Audio Interface³ (LX and above) and find the perfect song using the steering wheel-mounted audio controls (LX and above). Or make a call using *Bluetooth*^{®4} HandsFreeLink[®] (EX models) while keeping both hands on the steering wheel.[†]

*iPod[®] is a registered trademark of Apple Inc.

[†]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.



FIND YOUR WAY.

With over 10 million points of interest^{**} to quickly find your destination and FM Traffic to help avoid slow spots, the available Honda Satellite-Linked Navigation System² can efficiently get you where you need to go. Plus, the rearview camera with guidelines can assist you with parking once you arrive.

^{**}Some roads unverified.

Please see your Honda dealer for more details.



BE FLEXIBLE.

The 60/40 split rear seat folds down to maximize cargo space⁵ and make it easier to slide in long objects. And those who get to ride along are treated to a comfortable and spacious interior.

Experience efficiency.

The Insight is always ready to roam. The refined aerodynamics, tires and engine help obtain a 41-mpg city rating¹ and a 44-mpg highway rating.¹



Insight EX shown in Polished Metal Metallic.



CONSIDER AND CONSERVE.

Pushing the dash-mounted ECON button modifies various vehicle systems to help minimize the vehicle's overall energy use—and help maximize efficiency.



EPA numbers are important, but how you drive also affects your fuel economy.¹ The Insight features the remarkable Eco Assist™ system so you can monitor your driving habits, make adjustments and help boost your efficiency.



Go safely.

Along with advanced engine technology, Honda is dedicated to designing advanced safety technology. This includes active front head restraints, which move forward and up in a moderate-to-severe rear-end impact, reducing the likelihood of neck injury. Also on the standard safety list: six airbags*, a Tire Pressure Monitoring System (TPMS)[†] and Vehicle Stability Assist™ (VSA®)[†] with traction control. And those are just a few of the standard safety features found on the 2014 Insight.

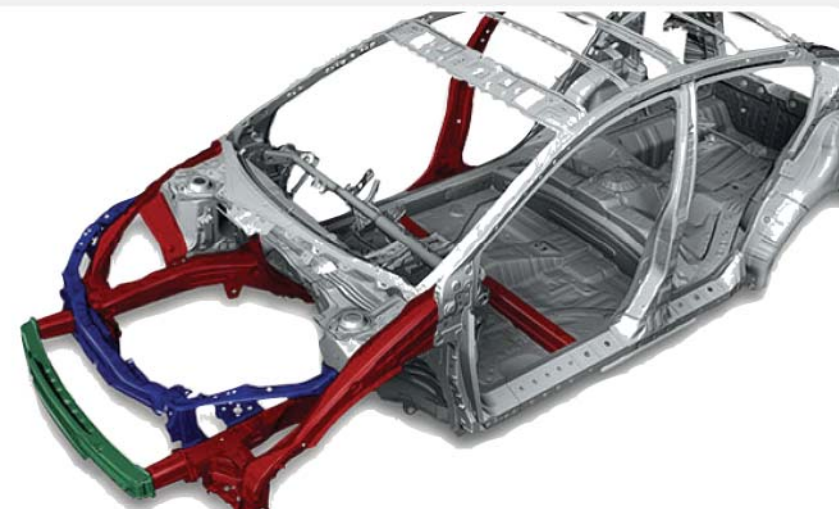
*Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly restrained in the rear seat.
†VSA is not a substitute for safe driving. It cannot correct the vehicle's course in every situation or compensate for reckless driving.
Control of the vehicle always remains with the driver.

Insight EX shown in Alabaster Silver Metallic.



ACE THIS ONE.

Advanced Compatibility Engineering™ (ACE™) body structure is an exclusive Honda body design that enhances occupant protection and crash compatibility in frontal collisions.



TAKE A BRAKE.

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



INSIGHT

- 1.3-liter i-VTEC® 4-cylinder engine with Integrated Motor Assist IMA®
- 98 hp @ 5800 rpm (combined: engine (SAE net) + electric motor)⁷
- 123 lb-ft of torque @ 1000 - 1700 rpm (lb-ft @ rpm, combined engine (SAE net) + electric motor)⁷
- Continuously variable transmission (CVT)
- ULEV/AT-PZEV CARB emissions rating⁸
- EPA mileage ratings¹ (city/highway/combined): 41/44/42 mpg
- Eco Assist™ system
- 15-inch wheels with full covers
- Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA®) with traction control
- Brake Assist
- Tire Pressure Monitoring System (TPMS)⁶
- Remote entry system
- Projector-beam halogen headlights with blue-tinted chrome bezels
- LED brake lights
- Automatic climate control
- Tilt and telescopic steering column
- 160-watt AM/FM/CD audio system with MP3/Windows Media® Audio (WMA)⁹ playback capability and 2 speakers
- MP3/auxiliary input jack

INSIGHT LX

adds to or replaces Insight features

- Security system
- Cruise control
- Illuminated steering wheel-mounted cruise, audio and MID controls
- Map lights
- Center console with armrest and storage compartment
- Floor mats
- 160-watt AM/FM/CD audio system with MP3/Windows Media Audio (WMA)⁹ playback capability and 4 speakers
- USB Audio Interface³

INSIGHT EX

adds to or replaces Insight LX features

- Continuously variable transmission (CVT) with paddle shifters
- 15-inch alloy wheels
- Bluetooth®⁴ HandsFreeLink®
- Perforated leather-wrapped steering wheel
- Leather-wrapped shift knob
- Illuminated steering wheel-mounted phone controls
- Heated side mirrors with integrated turn indicators
- 160-watt AM/FM/CD audio system with MP3/Windows Media Audio (WMA)⁹ playback capability and 6 speakers
- Driver- and passenger-side seatback pockets
- Driver's and front passenger's vanity mirrors

INSIGHT EX with Navigation

adds to or replaces Insight EX features

- Honda Satellite-Linked Navigation System™² with voice recognition, FM Traffic and rearview camera with guidelines
- Illuminated steering wheel-mounted navigation controls
- Bluetooth⁴ streaming audio

All 2014 Honda vehicles - and any Honda Genuine Accessories installed at the time of vehicle purchase - are covered by a 3-year/36,000-mile limited warranty;¹⁰ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty;¹⁰ too. The Battery-Pack Limited Warranty¹¹ is 8 years/100,000 miles (ULEV rating) (non-CARB states). 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.



Powerful. Agile. Versatile enough to handle almost any condition. It's no wonder Honda is the official vehicle of the NHL.¹²

¹ 41 city/44 highway/42 combined mpg rating. Based on 2014 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on driving conditions, how you drive and maintain your vehicle, battery-pack age/condition and other factors. ² The Honda Satellite-Linked Navigation System is available on the EX model in the United States, Canada and Puerto Rico. (FM Traffic service only available in the United States, except Alaska.) Please see your Honda dealer for details. ³ 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. ⁴ 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. ⁵ Carrying too much cargo or improperly storing it can affect the handling, stability and operation of this vehicle. Follow applicable load limits and loading guidelines. 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 Horsepower and torque measured with IMA system. ⁸ AT-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. Models in non-CARB states are ULEV-2 (Ultra-Low-Emission Vehicle) certified by the California Air Resources Board (CARB). ⁹ Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ¹⁰ **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. ¹¹ Battery-pack limited warranty may vary. Please see your Honda dealer for details. ¹² NHL and the NHL Shield are registered trademarks of the National Hockey League. ©NHL 2013. All Rights Reserved. ¹³ The Twitter mark is a trademark of Twitter, Inc. **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, Eco Assist, ECON logo, HandsFreeLink, Integrated Motor Assist IMA, i-VTEC, Vehicle Stability Assist and VSA are trademarks of Honda Motor Co., Ltd. ©2013 American Honda Motor Co., Inc.

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Join the millions of other Honda fans and connect with us socially.¹³



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