

The New Accord



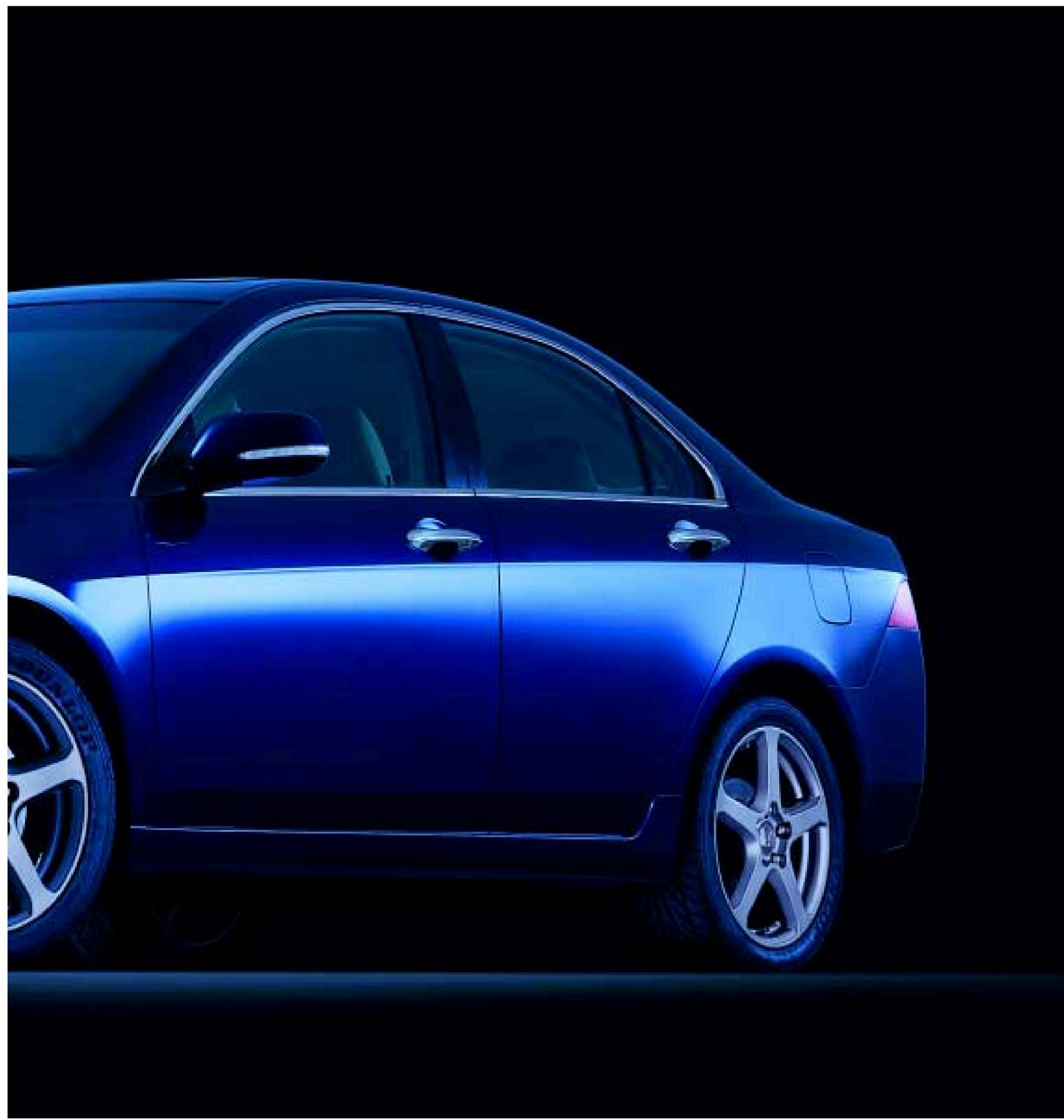


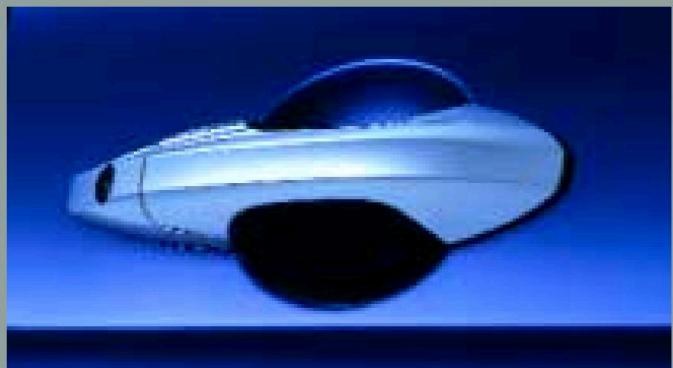
?Do you believe in the power of dreams

At Honda we do. It's as part of the job requirement as turning up in the morning is. From the moment we flip open the drawing board, right through to production, anything is possible. Every little detail, as important as the next. Which is why the double wishbone suspension offers better road holding than ever before. Why the innovative new 2.4 i-VTEC engine out performs any other car in its class. And that's just for starters.

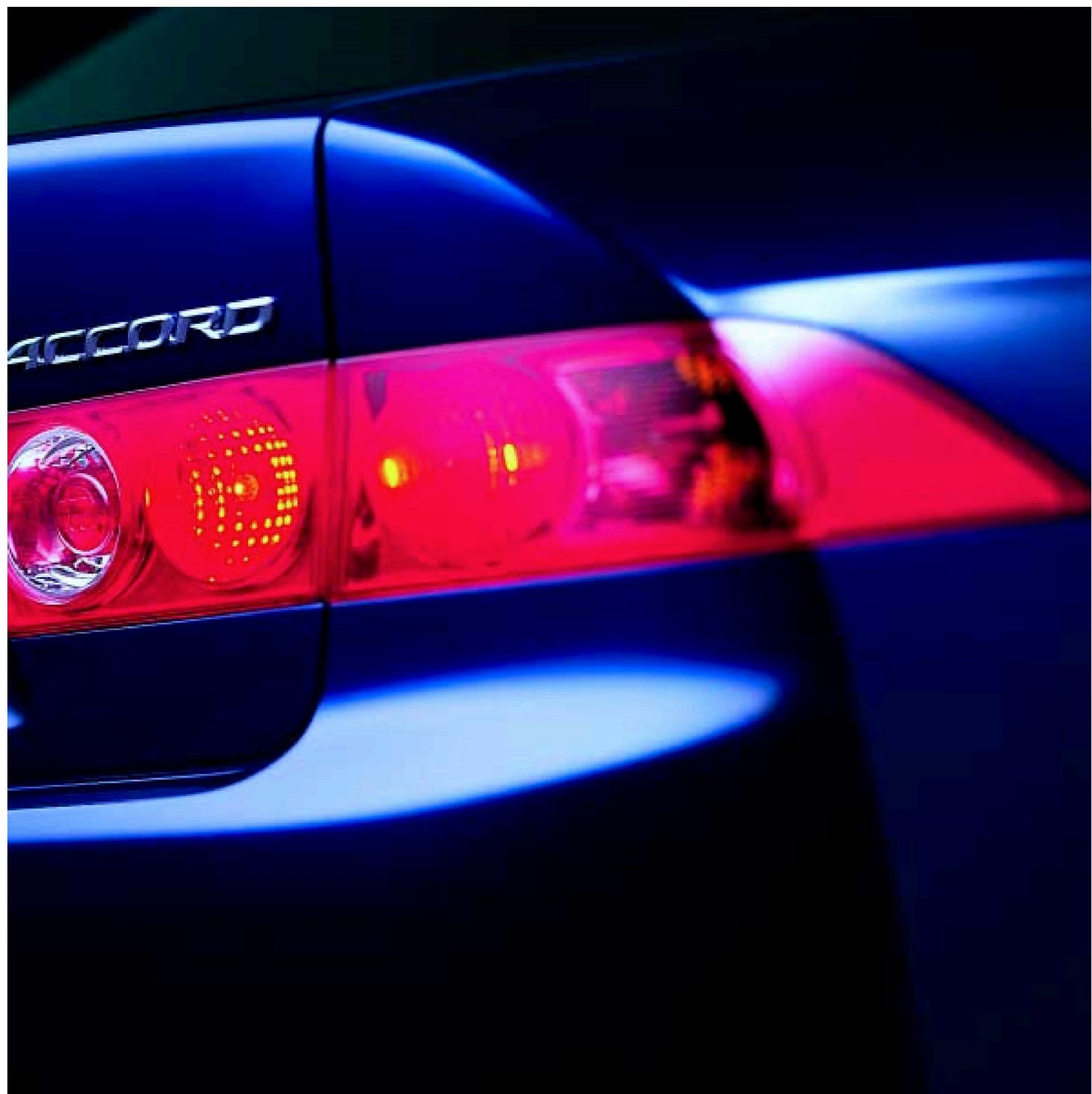








We figure it takes all of 0.1 seconds to see how much thought has gone into the design of the Accord. We make design choices for practical as well as aesthetic reasons. The chrome door handle: Not just fine looking, they're also designed to give you a more comfortable grip. The V shaped grill: Not only does it add real character, it also helps the air flow more smoothly, improving the cars aerodynamic qualities and boosting engine cooling.



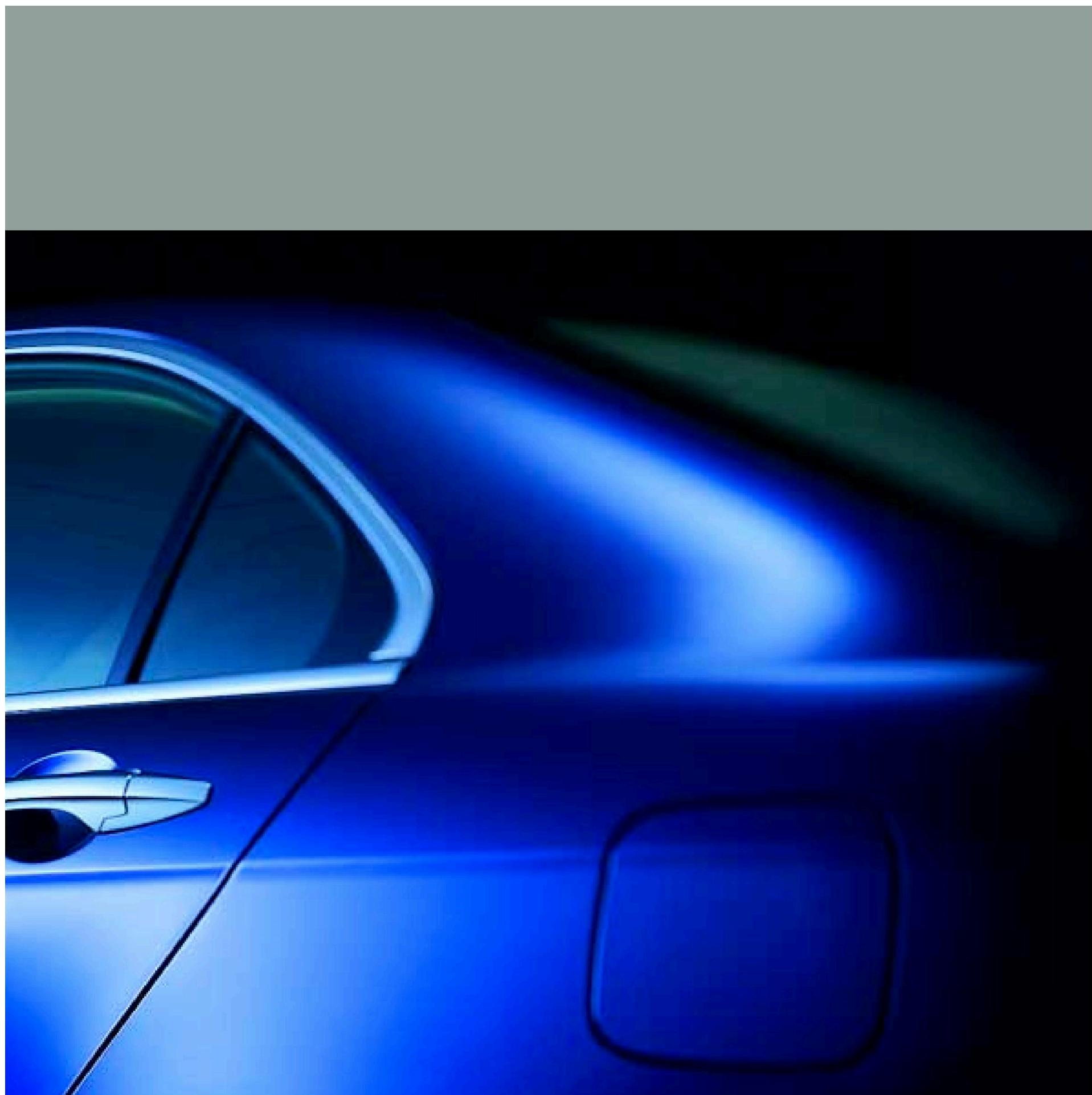
?Does lowest drag co-efficient ($C_d=0.26$) of any car in its class mean anything to you

How about this?

Improved fuel economy. Increased maximum speed. Reduction in wind noise.

Simple really.









**?How do you measure quality:
by the big things or the small**

Both. Because even the tiniest hole can sink the largest ship. So we took every single solitary detail of the new Accord and asked ourselves: How can we take the functional and make it work harder, look better? Take the headlights. Not only are they distinctive, they use the latest optical and luminescent technology, giving you a brighter and safer view of the road.





?Can other drivers read your mind

Not so far as we know. But indicators. Now those things speak loud and clear. And the more visible they are, the safer the drive. So why not put them on the wing mirrors?





?Why can't intelligence be fitted as standard

That's just one of the many questions we asked ourselves when we designed the new Accord. And the answer we came to? It can. It is.

We're particularly proud of the dual zone climate control. Now the driver and passenger can select their own, individual preferred temperature.

But it doesn't end there. Just how hard is it raining? Leave it to the rain sensitive wipers to figure out. They start automatically when the first drops strike and go faster or slower when called for. You don't even have to take your hands off the steering wheel when changing radio stations. We've added a multi-function steering wheel with both cruise and audio controls. We've also fitted a cutting edge touch screen satellite navigation system to guide you quickly and safely to your destination. And talking about safety, the Accord has the biggest curtain airbags in a car of this class.



?Shouldn't the thrill of driving start at 0 mph

You bet your favourite pair of driving shoes it should. Even before you turn over the ignition. Which is why the Accord's seat is so supremely comfortable. Both longer and wider than ever before, the soft leather is ergonomically designed to mould itself to your body. So you can wave goodbye to the cramp, numb cheeks, aches and pains of yester-journey. Both the seat and steering wheel are also fully adjustable to give you your optimum driving position. But don't take our word for it. Sit down. Enjoy the ride. Next stop, 1 mph and accelerating.





?What if your engine adapted to meet your driving requirements

May as well face it, until teleportation is a reality, stopping, starting, slowing down and speeding up will be a constant part of getting from A to B.

So we had a thought. Why not make an engine that is as happy cruising down the motorway, as it is accelerating and decelerating through town?

Introducing i-VTEC technology.

Busy cruising? The engine draws an economical mix of fuel and air to maintain power.

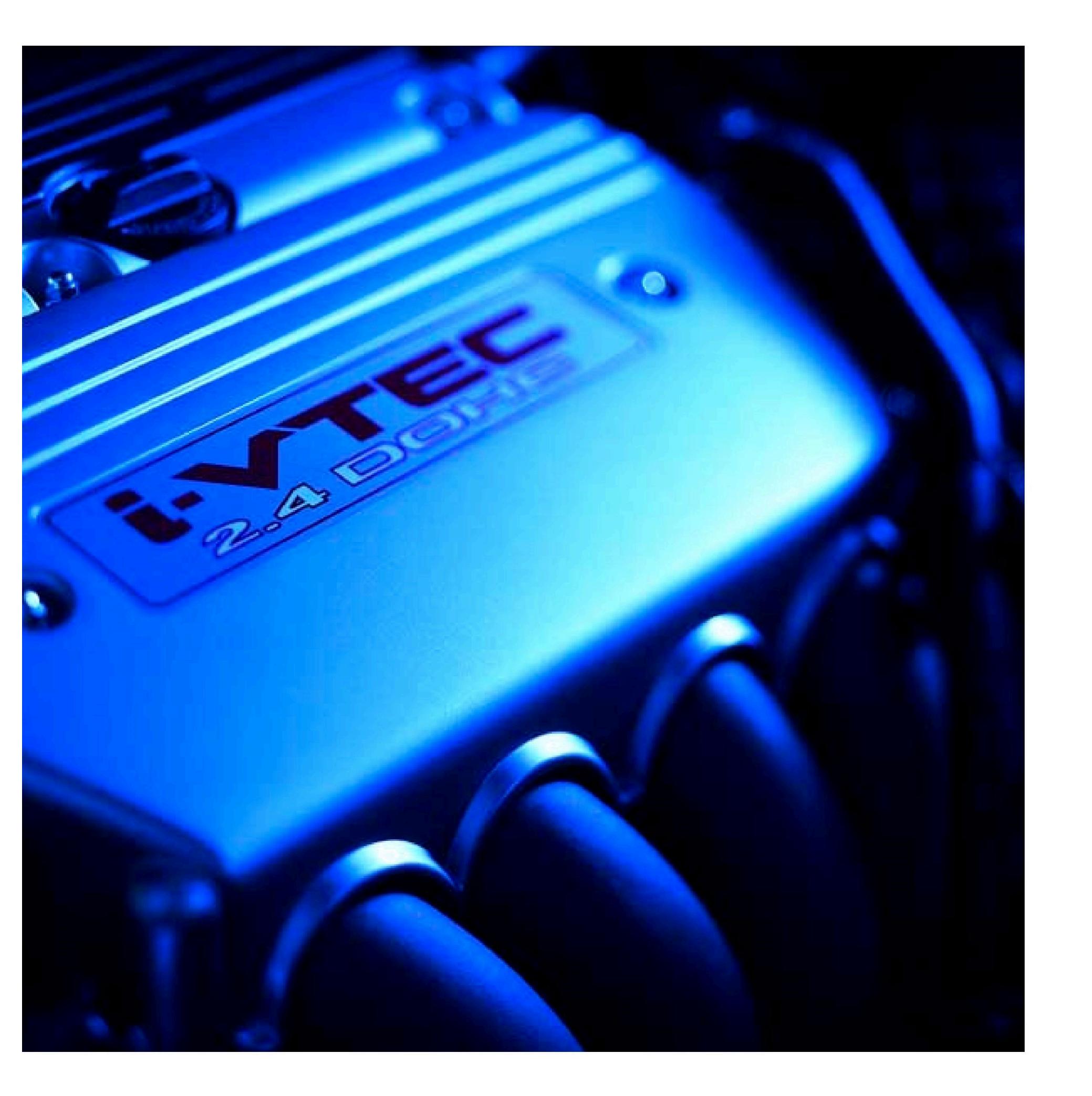
Accelerating? Then the lightweight intake valves open for longer, giving an instant surge of power.

This exhilarating switch is controlled electronically, providing a smooth yet rapid response to changes in your driving demands. It all adds up to breathtaking performance. Yet both our 2.0 and 2.4 litre engines exceed emission standards due to be enforced in 2005, making them some of Europe's cleanest, most efficient and powerful engines.

As well as incredible engine performance, there are also loads of other features to make driving more enjoyable.

The rigid chassis dynamics – inspired by racing wishbone suspension – makes for precise, agile handling. We've also added innovative new drive by wire technology on the 2.4 litre engine to give it an even faster throttle response. This allows the engine control management to interpret out your driving style and use the engines ability to the full. And because of the Accords multi-channel anti-lock breaking and Vehicle Stability Assistance system, you know the car will optimise road holding in all conditions.



A close-up, low-angle shot of a car engine's intake manifold or cover. The cover is a vibrant blue color with several raised, parallel ridges running diagonally from the bottom left towards the top right. In the center-left area, the word "VTEC" is embossed in a bold, black, sans-serif font. Below it, the text "2.4 DOHC" is also embossed, appearing slightly smaller and angled downwards. The lighting is dramatic, coming from the side, which creates strong highlights on the ridges and deep shadows in the grooves, giving the metal a polished and dynamic appearance.

VTEC

2.4 DOHC



Wooden Steering Wheel



Door Step Garnish



8 disc CD changer



17" Sports Wheel

Accessories. If you wanted to add something extra to the Accord, who better to go to than the same team that designed the car itself. Whether it's that extra bit of luxury on the inside or just a little bit more distinction outside. The Accord accessories are built to the same quality, with the same attention to detail as the car itself, who could ask more than that?





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Honda (UK) - Cars

470 London Road, Slough, Berkshire, SL3 8QY

Honda Contact Centre - Telephone: 0845 200 8000

www.honda.co.uk



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