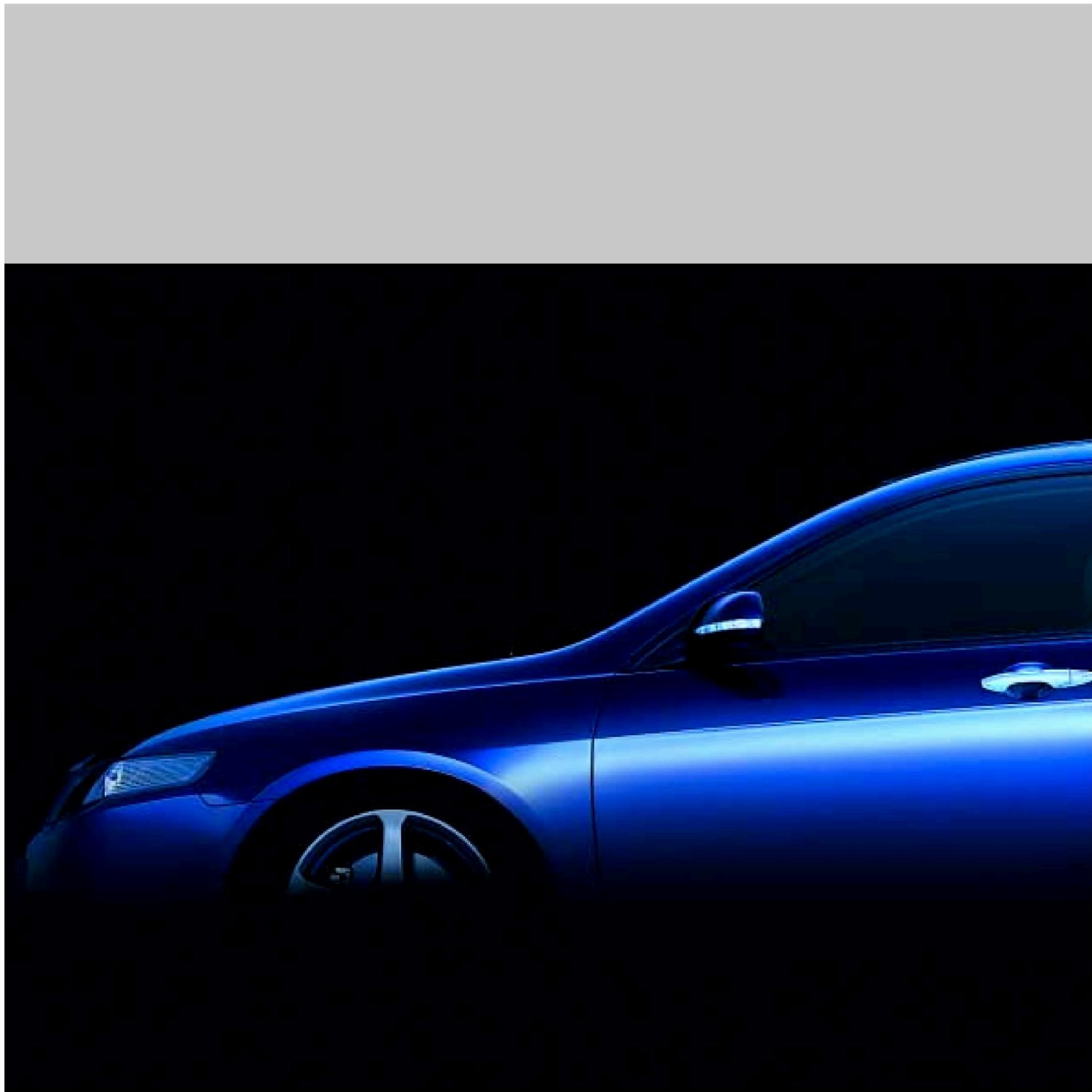


The New Accord Tourer





?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. 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 in our new Accord Tourer there's a power tailgate that opens and shuts remotely for complete convenience and why we've created rear seats that fold flat in one seamless motion.





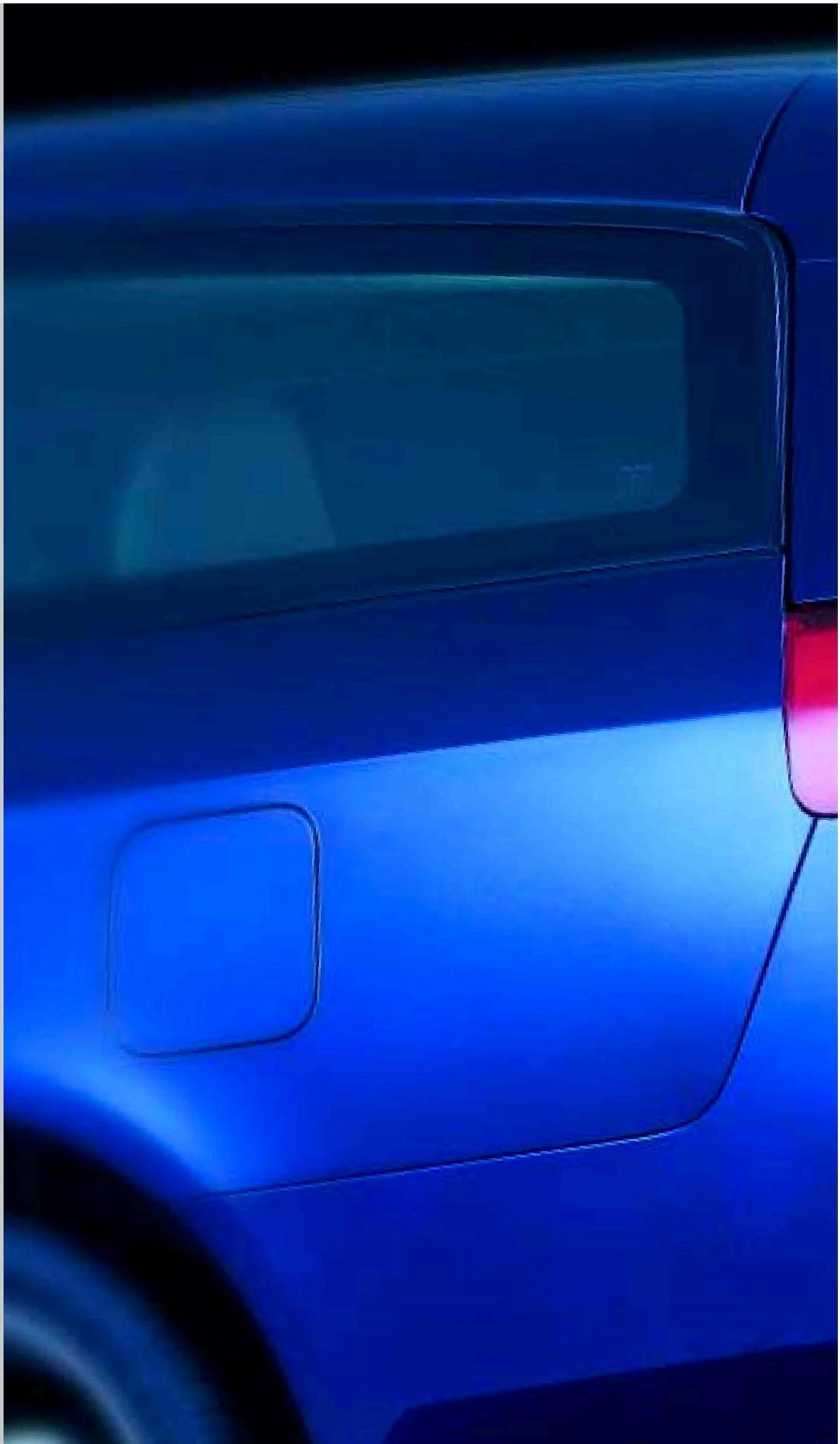




?Why would anyone ever think long and hard about door handles

Because it's just the way the Honda designers are. They considered every little detail to perfect the design of the new Accord Tourer.

From the outside in, we've made design choices for practical as well as aesthetic reasons, combining outstanding versatility with a sleek aerodynamic rear that makes it more executive car than family estate. And every styling detail has a precise purpose. The chrome door handles: Not just fine looking, they're also designed to give you a more comfortable grip. The V shape grille: Not only does it add real character, it also helps the air flow more smoothly, improving the car's aerodynamic qualities and boosting engine cooling.





?Does the lowest drag co-efficient of any car in its class mean anything to you

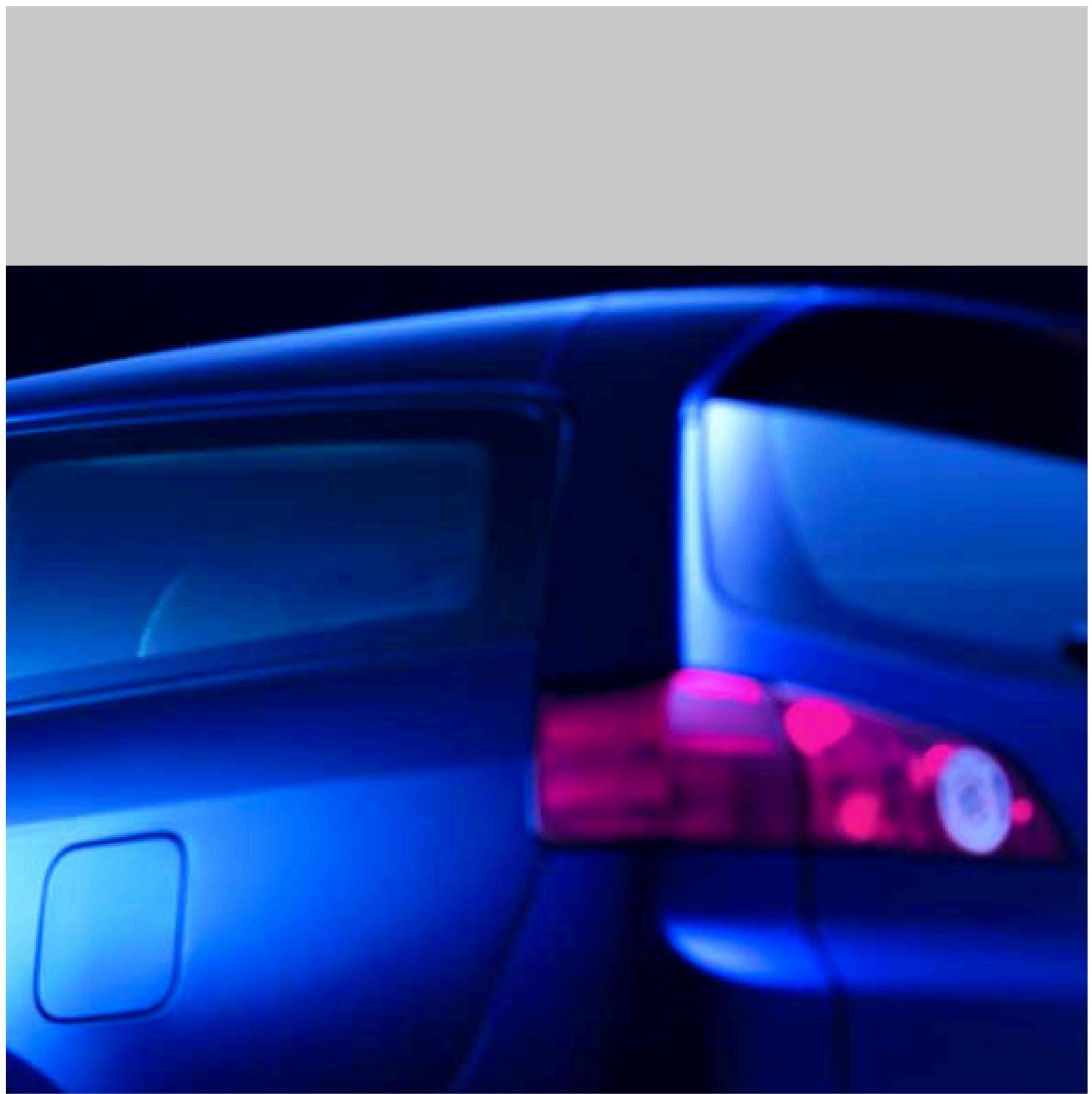
How about this? Reduction in wind noise. Increased maximum speed.

Unique compact trailing arm double wishbone suspension? Think sport saloon handling, huge load space.

Multi-channel anti-lock braking system and vehicle stability assist? To you it means that whatever conditions you throw at it, you will enjoy optimum road handling, for a smoother, safer ride.

Simple really.









?Can other drivers read your mind

Not as 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 door mirrors?



?Sound familiar

Six shopping bags, torrential rain, one umbrella (inside out), but just two hands.

The new Accord Tourer has an innovative power operated tailgate perfect for when you've got your hands full. Just press the key fob and it opens or closes in seconds, or you can close it using a switch on the tailgate. How convenient.

And with safety always at the forefront of our designer's minds, if there's any obstruction, the sensors detect it and stop it moving instantly. Practicality and protection combined. If only everything in life was this easy.

The Accord Tourer's power tailgate opens and closes under its own power, activated remotely from your key fob.





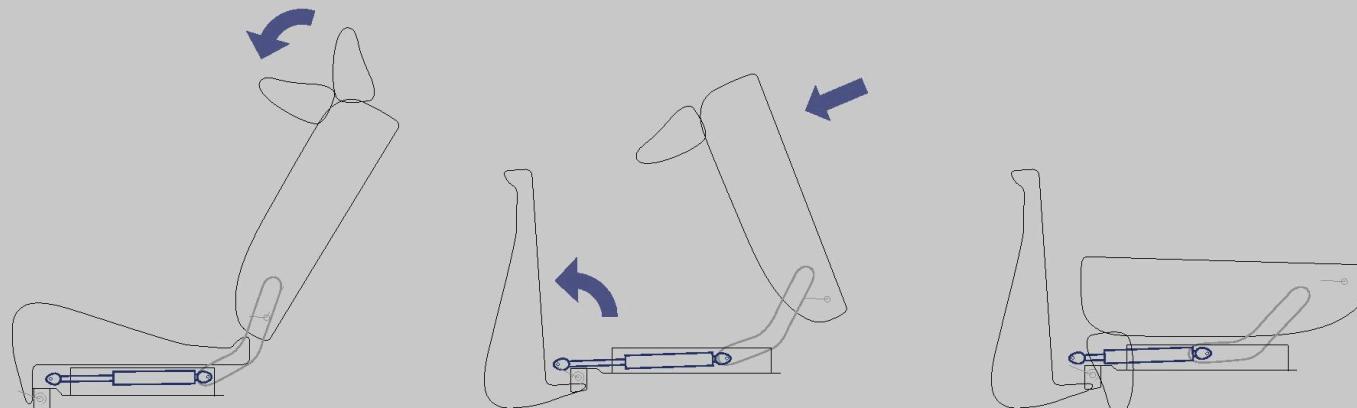
?Ever wrestled with a car seat

Welcome to our Intelligent Seat System.

Designed to take all the hassle out of moving the seats, it's simple really (when you know how). With one hand pull the seat back lever and watch as the head restraints flip forward. The seat base rises to a vertical position and the seat back folds totally flat, complete with the

integrated seatbelts. Maximum space with minimum effort. Lifting the back rest replaces the seat base in one single handed action. The new Tourer also has new 60:40 split rear seats and a wider tailgate opening to add to its flexibility. The days of hassle free loading have arrived.

The Accord's Intelligent Seat System



1. A lever on the seat back tilts the headrest forward.

2. As the seat back folds forward, the seat base moves into a vertical position.

3. The seat back forms a flat floor, with the headrest concealed beneath it.







Satellite Navigation



Airbags activated

?Why can't intelligence be fitted as standard

With the new Accord Tourer, it is.

Take the Tourer's 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 and 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 new Accord Tourer has the biggest curtain airbags in a car of this class.

*Standard on 2.4 Executive

?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 why not make an engine that is as happy cruising down the motorway, as it is accelerating and decelerating through town?

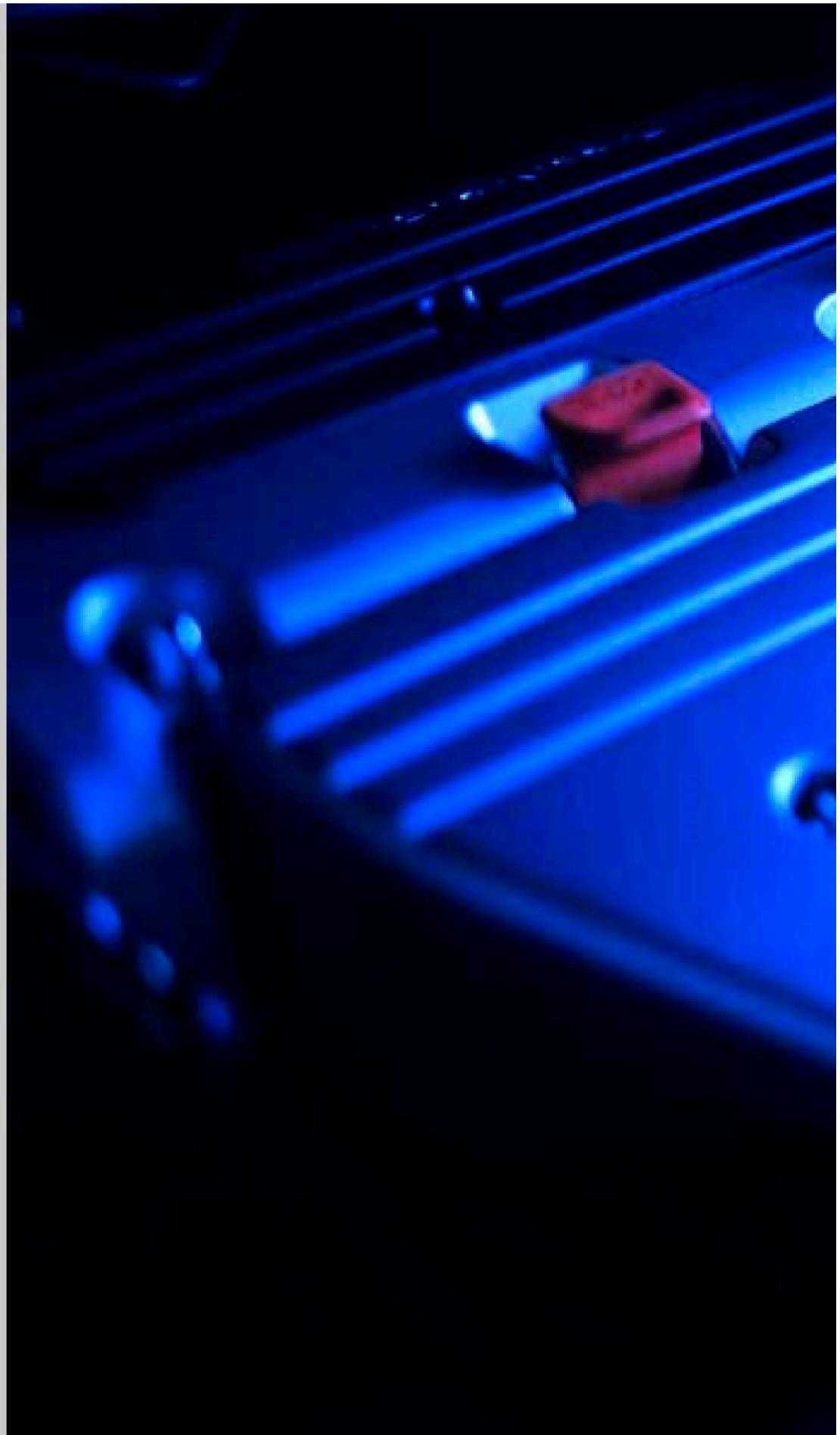
Introducing i-VTEC technology.

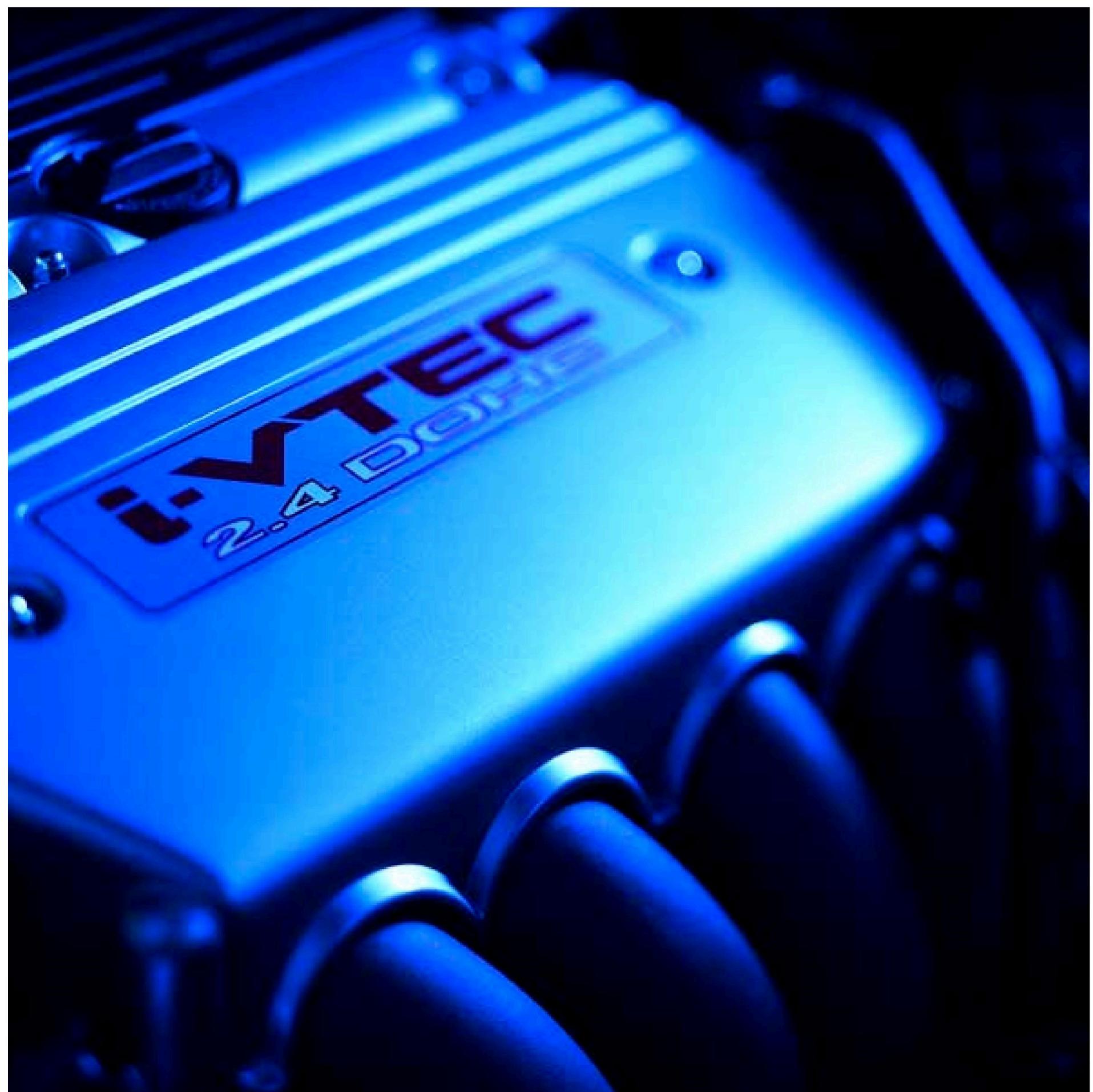
Busy cruising? The engine draws an economical mix of fuel and air to maintain power.

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.

We've also added innovative drive by wire technology on the 2.4 litre engine to give it even faster throttle response. This allows the engine control management to interpret your driving style and use the engine's ability to the full.

Now that's intelligent driving.







Aluminium dash finish



Roof rails



Leather seats



17" Epsilon 6 spoke alloy 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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