

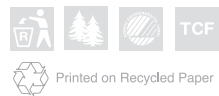
The Honda Accord 2005



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“In a race competing for a split second,
a tyre length on the finish line will decide
whether you are a winner or loser.
If you understand that, you cannot
disregard the smallest improvement”

Soichiro Honda (1906 - 1991)





At Honda, belief is everything.

It's the belief that we have the power to change things.

To make the ordinary, extraordinary.

To question the status quo.

To take a boundary and extend it.

Our engineers and designers believed they could create the perfect driver's car.

We had the expertise from forty years on the racetrack.

And we believed in our philosophy – the power of dreams.

So judge for yourself: the new Accord is the culmination of everything we have learnt so far.

By the look of it, that's quite a lot.

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Model shown is 2.4 i-VTEC Executive with optional 17" alloy wheels.



?Spaces, do you ever wonder why they are there

Honda engineers do. We believe that what you can't see is as important as what you can. A millimetre gap here or there. It can make the difference between something working OK or working brilliantly. Whether we're looking at the tiniest nut or the biggest, most expensive piece of metal, our attitude is the same. Is it right, can we make it work harder, look better?

It's why the Accord's distinctive grille is V-shaped. It doesn't just look great, it helps the air flow smoothly, boosting the aerodynamics and engine cooling. And why the Accord has its sleek shape with its sculpted 3D cabin. Not only does it add style it also improves the aerodynamics and reduces wind noise.

?How's this for a thought:

There are thousands of components that make up the new Accord. And each tiny, individual piece started out as a thought.

Each perfected through years of questioning and testing. Honing and developing.

Take the Accord's stylish chrome door handles. We've spent time refining and redesigning to make them the perfect shape, giving you a more comfortable grip.

The chrome window surrounds have been crafted for a quality look and feel.

The headlights: not only are they distinctive, they use the latest luminescent technology giving you a brighter, safer view of the road.

And we've added indicators on the wing mirrors. All part of our determination to continually improve your visibility and safety on the road while maintaining the sleek character line.

Thousands of thoughts and forty years of racing expertise, all distilled into one breathtaking Accord.

Model shown is 2.4 i-VTEC Executive with optional 17" alloy wheels.



?What lengths would you go to for perfection

If you're a Honda engineer, you go as far as you possibly can. A bit further. And then even further still.

Which is why the whole structure of the Accord, its very fabric, has been thoughtfully put together with the driver in mind.

Our engineers packed the bodyshell with strong, lightweight sound absorbing materials to minimise vibration, noise and reduce fuel consumption.

Traditional engine mountings are OK. But OK wasn't good enough for our engineers, so a whole new one was specially developed to transmit less vibration and reduce engine noise under acceleration.

Even the radio antenna is neatly concealed in the rear windscreen to create a sleeker line and improve air flow.

There are intelligent rain sensitive wipers (available on Executive models) that come on automatically and adjust their speed depending on how hard it's raining. And our designers understand what you look for in the perfect driver's car, adding chrome exhaust pipes and creating a clean, wedge shaped rear bumper to complement the aggressive front styling.

Some call it going the extra mile. We call it the power of dreams.







Interior shown is Accord 2.4 i-VTEC Executive.

?When does your car fit like a glove

When it's the Accord. Because when you get inside, it feels like it has been designed just for you. Thoughtful interior design features like electric and heated seats (available on Executive models) and a 10V power supply in the centre console allow you to create an environment exactly the way you like it.

From the luxurious materials we've used to the precise arrangement of all the instruments, we treat you as an individual. Everything you could possibly want is at your fingertips.



?Who needs distractions

When you're driving, you want to focus on just you, the car, the road.

So we thought, what could we create that would help you enjoy the driving experience that little bit more? These are more than just gadgets for gadget's sake: Dual zone climate control that lets you and your passenger set your individual preferred temperature, letting you remain alert and in control. Illuminated wheel mounted audio and cruise controls, so whether you're driving at night time or during the day, you won't have to take your hands off the wheel for a second.



Tilt and telescopic steering wheel so you can adjust the wheel to your optimum driving position. Pan European Satellite Navigation System, with simple touch screen operation (available as standard on 2.4 i-VTEC Executive and optional on 2.0 i-VTEC Executive and 2.2 i-CTDi Executive models). And 3D Blackout Dials that come on when you open the door, welcoming you into your next driving experience. Now those are things that drivers would appreciate.



Interior shown is Accord 2.4 i-VTEC Executive.

**?Ever think about seats**

You shouldn't have to. Supreme comfort comes as standard in the Accord.

Alongside Schukra, experts in seat ergonomics, we have developed a seat that perfectly moulds itself to your body.

It pulls your pelvis into the seat for full spinal support, ensuring the perfect driving posture. This keeps you more alert – ideal for long journeys.

It's also sculpted to reduce shoulder and hip movement. In fact it's so comfortable, you'll be thinking up any excuse for a journey.

And the comfort zone extends beyond the front seats. In the back we've increased the headroom, width and added extra legroom, so your passengers can stretch out and relish the ride almost as much as the driver.

All this. And you haven't even started the engine yet.







?Know anything about engines

We've tinkered a bit. At Honda, we've always used the racetrack as a training ground for our engineers. It challenges them to think in new ways. We've tested every type of engine under every type of condition over the years. And the hard work's paid off.

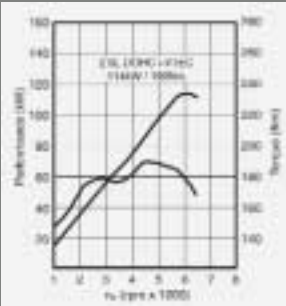
An unbeaten number of World Superbike victories. Six consecutive F1 constructor's championships. Our own four stroke engine powerboat race series.

So you could say we know a thing or two about engine technology. In fact we're the largest engine manufacturer in the world. And everything we've learnt has gone into the Accord.

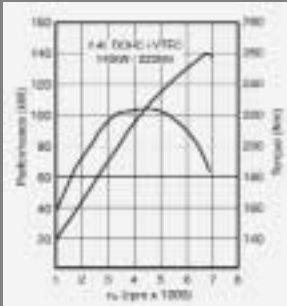
Two i-VTEC petrol engines harness racing technology to deliver superb performance and outstanding fuel economy. Our common rail turbodiesel is the quietest, most refined in its class, and offers an unrivalled combination of performance and fuel efficiency.

Perhaps tinkering was a bit of an understatement.

The Accord's 2.0 litre i-VTEC engine produces 155 PS, (114kW) with peak torque of 190 Nm at 4,500 rpm while returning 38.2 mpg (combined cycle). The 2.4 litre engine delivers 190 PS (140kW) and maximum torque of 223 Nm. Both engines comply with EU regulations due to be enforced in 2006, with CO₂ emissions among the lowest in their class.

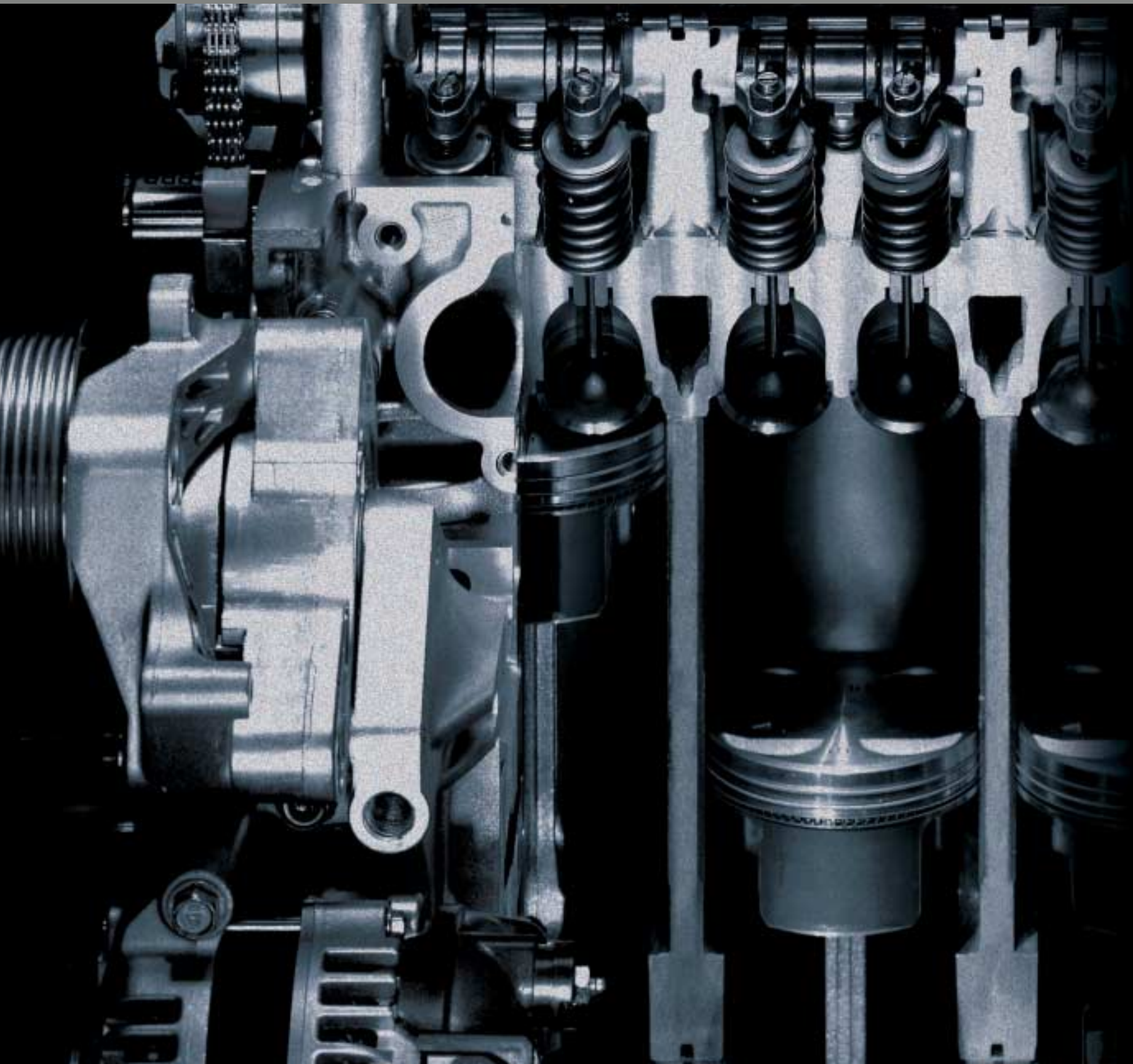


2.0 litre engine performance and torque



2.4 litre engine performance and torque

Our i-VTEC technology combines both VTEC (variable valve timing and lift, electronic control) and VTC (variable timing control). The result is an engine that adapts perfectly to your driving requirements, delivering power exactly when you need it, but with remarkable fuel efficiency. Cruising? The engine draws an economical mix of fuel and air to maintain power and an effortless cruising speed. Accelerating? The lightweight intake valves open for longer, giving instant power. The Accord's 5 and 6 speed manual gearboxes feel light and fluid, with ratios that achieve maximum fuel efficiency and acceleration. While the 5 speed automatic gearbox allows you to select the ratio best suited to your driving style and conditions.



These engines prove just how far we can go when we push the boundaries of technology. It's the same attitude that led us to develop ASIMO (Advanced Step in Innovative Mobility), the world's first robot to perform tasks from the simple, to what those in the robotics world previously thought impossible. ASIMO can walk, interpret the postures and gestures of humans and can even recognise their faces and address them by name. So why do we do it? We enjoy it. And because one day, robots based on our technology could help make life easier for real people. That's reason enough for us.



The Accord is just as innovative. Take the accelerator pedal. Instead of hinging it at the top, we've hinged it at the bottom and made it larger. So not only is it easier, and more comfortable to use, the response you get is more instantaneous, giving you a more involved and exciting drive.

Yes, the Accord is undeniably a driver's car.



Organ accelerator pedal



The world's first closed deck aluminium cylinder block.

?Could you ever love a diesel

We took our time before entering the diesel market. To us, diesels were smelly, smoky, noisy and slow. Especially compared to our petrol engines. If we were going to build a diesel, it would have to be different from anything that had gone before. Merely making it quieter and cleaner wouldn't be enough. Our diesel would have to deliver performance, refinement, economy and driving satisfaction to live up to the reputation of our i-VTEC petrol engines. As you can imagine, that's taken some time - and some radical thinking.

Using a revolutionary semi-solid casting process to achieve new levels of stiffness and strength, we've created a lightweight all-aluminium 2.2 litre common rail turbodiesel engine. Which is how it returns a class leading 52.3 mpg, while producing an unequalled 340 Nm of maximum torque at just 2,000 rpm. And since it already exceeds the standards set for 2006 (Euro IV/EU 2005), it's one of the cleanest diesels in existence.

But what makes it unique is what's missing. Noise. Thanks to its closed-deck construction the engine is inherently quieter and more refined. The result is a superbly engineered quality diesel engine that's distinctive from all the competition. A combination of power, performance, economy and low emissions you simply won't find anywhere else.



2.2 litre i-CTDi torque curves





Twin Ring Motegi race track

?Who would spend hundreds of hours perfecting something you can't see

Honda would. Aerodynamics is an integral part of car design for us. In fact, you could say it's a passion. That's why we create our very own, totally unique testing facilities. It's why we push our cars to the limit. Not just in the factory, but on the ultimate testing ground – the racetrack.

We have two Grand Prix standard circuits at Suzuka. A classic F1 circuit, and Motegi, Japan's only CART series track. It was on these tracks and the circuit at Nurburgring, the most demanding track in Europe, that the Accord's F1 inspired double wishbone suspension was first developed.

It's perfectly balanced to provide pin sharp responses and real stability at higher speeds.

Our uniquely designed wind tunnel allowed us to create the Insight, the most aerodynamic car in existence. And it's this innovative technology that's gone into making the Accord a smoother, quieter and more efficient drive.

As for the brakes, all round disc brakes with ABS, EBD and brake assist, together with an improved power-assisted steering system are standard on the Accord. And the 2.4 i-VTEC and 2.2 i-CTDi models have the added benefit of VSA (Vehicle Stability Assist). This can detect wheel slip and adjust power and braking to the affected wheel until traction is regained.

You may not see the difference, but you'll definitely feel it.



?Peace of mind

There is with the new Accord. Because we've carefully considered safety from the outside in. The bodyshell is engineered to absorb and deflect impact energy away from the passengers. It has front and side airbags, and one of the largest, fastest inflating curtain airbags in its class. Helium filled for a softer cushion. There are pre-tensioners in the front and three-point seatbelts and head restraints in the front and rear. And the industry standard ISOFix system on all Accords feature top tether mounting points for added child safety.

We wanted to put our cars through rigorous safety tests. But we couldn't find the facilities to do it to the standard we wanted. So we built

our own crash test facilities at Tochigi. It's the largest indoor crash test facility in the world. And it has allowed us to test the Accord's crash resilience in all possible directions – because that's the way it happens in real life.

It's not only the people in our cars that we think about. It's the people outside. POLAR II is the most advanced crash test dummy in existence. It's the closest we've ever come to replicating the reactions of the human body in a crash. It's helped us to refine the Accord's design to reduce the risk of head, leg and knee injuries to pedestrians.

At Honda, people always come first.





Here is a selection of the features available across the Accord range. Please refer to full specification tables for further details.



Illuminated wheel mounted audio and cruise controls enable you to keep your hands on the wheel, day and night.



The armrest lifts to reveal a shallow trinkets tray, which can be raised using a separate lever to open up the deeper storage box underneath.



Executive models feature electric driver seat controls, with effortless eight-way adjustment including 40mm of height and 80mm fore-and-aft.



Rear seat passengers get twin cupholders too, built into the fold-down centre armrest.



Within the centre console are drink holders, ashtray, lighter and CD storage.



The dual zone climate control allows front seat passengers to set temperature independently.



Heated seats with high and low heat settings are standard on Executive models, fitted with leather upholstery.



The steering wheel has 40mm of telescopic adjustment to give you the perfect reach. Four degrees of tilt adjustment ensures maximum comfort and a clear view of the instruments.



The sunglasses holder is conveniently located directly above the driving mirror and fitted with a secure damped-action cover on SE and Sport models.



This handy compartment set low in the dash is the perfect place to store small essentials.



Tilt-and-slide electric sunroof is standard on SE and Executive models.



Both the boot and fuel filler cap are opened with a gentle touch of a lever next to the driver's seat. For extra security, the lever can be locked to prevent them being opened from inside the car.



The Vehicle Stability Assist (VSA) system fitted as standard on 2.4 i-VTEC and 2.2 i-CTDi models.



Interior lights come on at full intensity when the doors are unlocked, and remain lit for 30 seconds, before gradually fading out.



Set into the footwell moulding, the bonnet release lever is unobtrusive yet easily accessible.



Door mirrors also feature indicator repeaters for enhanced visibility. Heated, electrically adjustable door mirrors are standard across the Accord range.



To preserve the Accord's clean, aerodynamic lines, the radio antenna is built into the rear windscreen - just another example of our attention to detail.



You will appreciate the remote boot opening mechanism incorporated in the latest design ignition key.



Projector-style headlights improve visibility and safety, with powerful high-intensity gas discharge (HID) headlight which are standard on the 2.4 i-VTEC Executive model.



Headlight washers are standard on Executive models.



All passengers benefit from head restraints and 3-point seat belts.



All Accords come equipped with dual front, side and curtain SRS (Supplemental Restraint System) airbags.



Model shown is Accord 2.4 i-VTEC Executive with standard 16" alloy wheels.

We've always believed in building the cars we'd like to drive ourselves. Our model line-up has been designed to appeal specifically to our customers tastes.

2.0 i-VTEC SE	37
2.0 i-VTEC Sport / 2.2 i-CTDi Sport	38
2.0 i-VTEC Executive / 2.2 i-CTDi Executive	39
2.4 i-VTEC Type-S	40
2.4 i-VTEC Executive	41

2.0 i-VTEC SE



Interior shown is 2.0 i-VTEC SE



Silver coated trim with black fabric upholstery. Available with all exterior colour options.
For full exterior colour options, please see colour palette at back of brochure.



Model shown is 2.0 i-VTEC SE with standard 15" alloy wheels

2.0 i-VTEC SPORT / 2.2 i-CTDi SPORT



Interior shown is 2.0 i-VTEC Sport automatic



Interior shown is 2.2 i-CTDi Sport manual



Sport trim with sports upholstery. Available with Satin Silver Metallic, Graphite Pearl, Nighthawk Black Pearl, Indigo Blue Pearl, Arctic Blue Pearl, Meteor Silver Metallic and Milano Red exterior colour options.
For full exterior colour options, please see colour palette at back of brochure.



Model shown is 2.0 i-VTEC Sport with standard 16" alloy wheels



Model shown is 2.2 i-CTDi Sport with standard 16" alloy wheels

2.0 i-VTEC EXECUTIVE / 2.2 i-CTDi EXECUTIVE



Interior shown is 2.0 i-VTEC Executive automatic with standard leather upholstery



Interior shown is 2.2 i-CTDi Executive manual with standard leather upholstery



Light wood trim with ivory leather. Available with Graphite Pearl, Nighthawk Black Pearl, Indigo Blue Pearl, Arctic Blue Pearl and Deep Green Pearl exterior colour options.



Dark wood trim with black leather. Available with all exterior colour options.
For full exterior colour options, please see colour palette at back of brochure.



Model shown is 2.0 i-VTEC Executive with standard 15" alloy wheels



Model shown is 2.2 i-CTDi Executive with standard 16" alloy wheels

2.4 i-VTEC TYPE-S



Interior shown is 2.4 i-VTEC Type-S



Sport trim with sports upholstery. Available with Satin Silver Metallic, Graphite Pearl, Nighthawk Black Pearl, Arctic Blue Pearl, Meteor Silver Metallic and Milano Red exterior colour options.
For full exterior colour options, please see colour palette at back of brochure.



Model shown is 2.4 i-VTEC Type-S with optional 17" alloy wheels

2.4 i-VTEC EXECUTIVE



Interior shown is 2.4 i-VTEC Executive automatic with standard leather upholstery



Light wood trim with ivory leather. Available with Graphite Pearl, Nighthawk Black Pearl, Indigo Blue Pearl, Arctic Blue Pearl and Deep Green Pearl exterior colour options.



Dark wood trim with black leather. Available with all exterior colour options.
For full exterior colour options, please see colour palette at back of brochure.



Model shown is 2.4 i-VTEC Executive with standard 16" alloy wheels

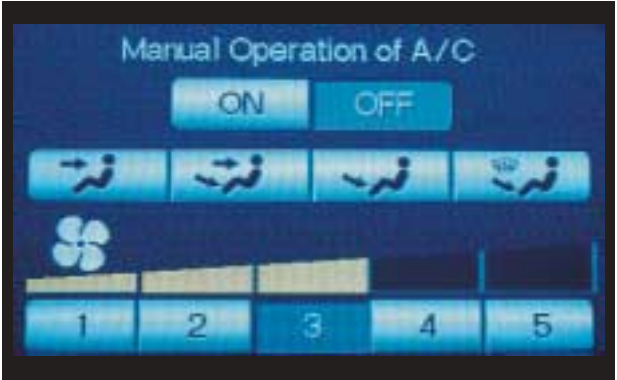
The Honda Accord features the latest technology with advanced touch screen Satellite Navigation system standard on the 2.4 i-VTEC Executive.



Satellite Navigation, with Premium audio system, is standard on the 2.4 i-VTEC Executive and optional on 2.0 i-VTEC Executive and 2.2 i-CTDi Executive models, and includes a dash mounted six CD auto-changer loaded at the touch of a button.



The Satellite Navigation system uses pan-european DVD based mapping software and GPS (Global Positioning System) and can determine your exact location.



The Satellite Navigation screen also controls the air conditioning.



Your CD selection can be changed simply by touching the screen.



Powerful, accurate yet incredibly user-friendly with its intuitive 7 inch touch-screen.



Reflecting the Accord's international market and appeal, there are ten language options to choose from.



It also controls the radio station selection, volume, tone and sound balance.

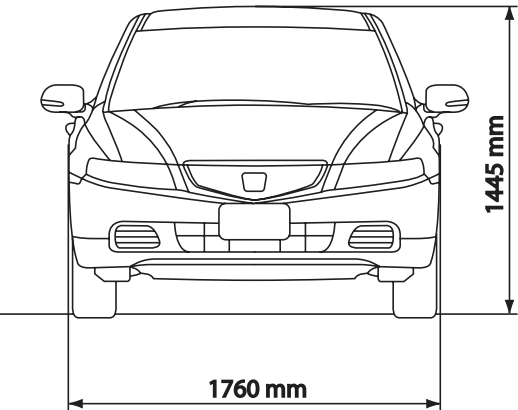
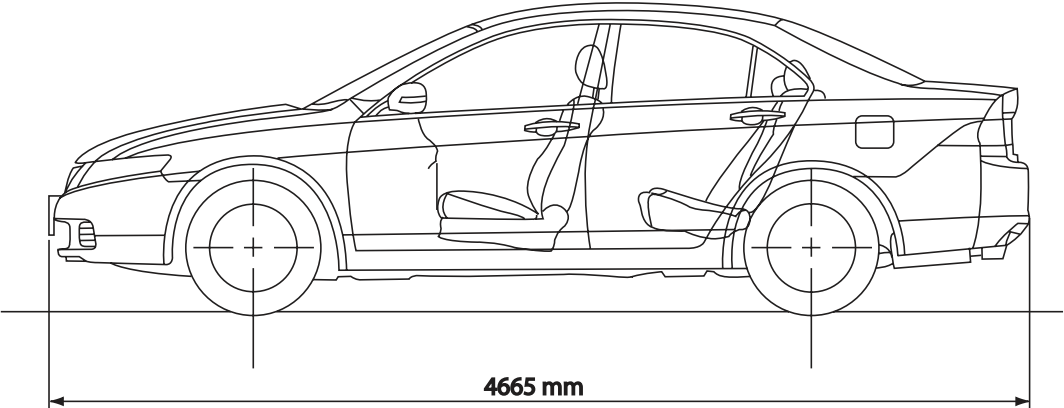


Precise data is entered into the system using the easy to read alpha numeric keypad.

	2.0 i-VTEC SE	2.0 i-VTEC Sport	2.2 i-CTDi Sport	2.0 i-VTEC Executive	2.2 i-CTDi Executive	2.4 i-VTEC Type-S	2.4 i-VTEC Executive
Comfort and convenience							
Dual zone climate control with pollen filter	●	●	●	●	●	●	●
Tilt and telescopic steering wheel adjustment	●	●	●	●	●	●	●
Leather multi function steering wheel	-	●	●	●	●	●	●
Leather gear knob	-	-	-	●	●	-	●
Alloy gear knob	○	○	○	○	○	●	○
Foot rest and organ accelerator pedal	●	●	●	●	●	●	●
Power windows (front & rear)	●	●	●	●	●	●	●
Electrically adjustable and heated door mirrors	●	●	●	●	●	●	●
Headlight washers	-	-	-	●	●	-	●
Internally adjustable halogen headlights	●	●	●	●	●	●	-
Auto levelling HiD headlights	-	-	-	-	-	-	●
Rain sensing wipers	-	-	-	●	●	-	●
Ashtray - front and rear	●	●	●	●	●	●	●
Driver seat back pocket	-	-	-	●	●	-	●
Passenger seat back pocket	●	●	●	●	●	●	●
Rear seat folding armrest	●	●	●	●	●	●	●
Rear centre head rest	●	●	●	●	●	●	●
Vanity mirror - illuminated with lid	-	●	●	●	●	●	●
Sunglasses holder	●	●	●	-	-	-	-
Tie down hooks in boot	●	●	●	●	●	●	●
Front map light	●	●	●	●	●	●	●
Boot light	●	●	●	●	●	●	●
Front power socket	●	●	●	●	●	●	●
Cruise control	-	●	●	●	●	●	●
Digital odometer	●	●	●	●	●	●	●
Digital clock	●	●	●	●	●	●	●
Dashboard illumination - white	●	-	-	●	●	-	●
Dashboard illumination - red	-	●	●	-	-	●	-
Variable illumination control	●	●	●	●	●	●	●
Ignition switch illumination	●	●	●	●	●	●	●
Seating							
Ratchet seat height adjustment	●	●	●	-	-	●	-
Front seat - full power adjustment	-	-	-	●	●	-	●
Front seat - three stage heating system	-	-	-	●	●	-	●
Front seat - sliding centre armrest	●	●	●	●	●	●	●
Driver lumbar support	●	●	●	●	●	●	●
Rear centre headrest and 3 point seatbelt	●	●	●	●	●	●	●
60/40 folding rear seats	●	●	●	●	●	●	●
In car entertainment							
Stereo CD tuner with RDS	●	●	●	-	-	●	-
Premium 6 CD tuner with RDS	-	-	-	●	●	-	●
Speakers	6	6	6	8	8	6	8
Pan European DVD touch screen Satellite Navigation	-	-	-	○	○	-	●

● standard ○ optional - not available

DIMENSIONS







Once you've chosen the colour for your Accord, you can add further touches of individuality with one of our new options packages.

The **City Pack*** includes rear, side and front mouldings to give your Accord a distinctive and elegant look.

The 17" Epsilon alloy wheels and tyres shown here are available as a separate option.

**Standard City Pack is black.*

Model shown is 2.4 i-VTEC Executive with 17" alloy wheels and features painted City Pack.



Choose our **Sport Pack**, and your Accord takes on a whole new persona, with front, rear and side skirts* giving it a purposeful, road-hugging look. But this sporting edge can extend beyond mere appearances with 17" alloy wheels and tyres, lowered sports suspension* and elliptical front fog lights*, all available as separate options.

**Not available on 2.2 i-CTDi Sport and 2.2 i-CTDi Executive models.*

Model shown is 2.4 i-VTEC Executive with 17" alloy wheels and Sport Pack.

Given its impressive standard specification, you may decide your Accord is perfect just the way it is. But if you're looking for enhanced practicality, a performance edge or simply want to express your own personality, let your imagination take over as you choose from our range of options. Designed and manufactured to the same rigorous standards as the car itself, they're all covered by the same no-quibble warranty. Please ask your Honda dealer for more information.



A more sporty looking interior is available. This features aluminium look, panelling for dash, aluminium gearshift knob with leather boot and matching black door step garnish. Also shown with aluminium look door switch trim kit (front and rear).

Interior shown is 2.0 i-VTEC Sport.



An interior pack featuring dark wood effect trim for the dash and dark wood and leather steering wheel, together with matching black doorstep garnish is available to complement black interiors. Interior shown is 2.4 i-VTEC Executive manual.



An interior pack featuring light wood effect trim for the dash and light wood and leather steering wheel, together with matching ivory doorstep garnish is available to complement ivory interiors. Interior shown is 2.4 i-VTEC Executive automatic.

Interior shown is 2.4 i-VTEC Executive automatic.

Please ask your Honda dealer for more information on other available options.



This rear screen entertainment system is supplied with cordless headphones, remote control and single DIN in-dash DVD MP3 player.



An aluminium gearshift knob (available for 5 and 6-speed manual transmissions) with a leather titanium-stitched gearshift boot provides a sportier look and feel.



*Our engineers developed lowered suspension to ensure sportier handling without compromising comfort.
Not available on 2.2 i-CTDi Sport and 2.2 i-CTDi Executive models.*



Add this neat rear spoiler, with high level brake light, and there's no mistaking the Accord's motorsport origins and heritage.



The brushed metal finish on the door step garnish, available in both ivory and black, adds an extra touch of refinement to any Accord model.



Dynamic alloy wheel - various styles available.



Head for the slopes in style and safety with our neat ski/snowboard-rack, which is easily detached when the season ends.



Keep your children safe and secure with this ISOFix childseat for children weighing between 9-18kgs. All Accord 2005 models feature ISOFix mounting points.



We've developed this compact 8 disc CD changer to fit into the centre armrest or boot for maximum convenience.



*Bluetooth® - no wires, no hands. Just clearer and safer telephone calls with state-of-the-art Bluetooth technology.
Available from February 2005.*



No more guesswork, nudges or craning round in your seat: the electronic parking sensors allow effortless manoeuvring into the tightest of spaces. Parking sensors supplied black, can be painted.



*Add this front sports bumper to give a sportier look to your Accord (includes grille and fog lights).
Not available on 2.2 i-CTDi Sport and 2.2 i-CTDi Executive models.*

GLOSSARY

ABS The Anti-lock Braking System prevents the wheels from locking when the brakes are applied in an emergency, reducing the possibility of a skid on wet, icy or loose surfaces, and enabling the driver to retain steering control.

Aerodynamics Aerodynamics refers to the ability of a car to overcome the resistance or 'drag' generated by its body as it moves through the atmosphere.

The lower the Coefficient of Drag (Cd) the more aerodynamic the shape. An aerodynamic shape is more fuel efficient, quieter and keeps the car firmly on the road.

The Cd value multiplied by the cross section area of the car is the wind drag of the car. The new Accord's Cd value of 0.26 is the best in its class.

Brake Assist If you have to make an emergency stop, the system detects the quick pedal action and automatically boosts braking power to reduce the stopping distance.

CO₂ Carbon dioxide is one of the exhaust gases believed to be one of the causes of the green house effect. The lower the CO₂ emissions, the better for the environment.

Common rail Common rail diesel engines have a reservoir of highly pressurised fuel close to the cylinder heads. As well as allowing extremely precise amounts of fuel to be injected into the combustion chamber very quickly, the pressure means the fuel forms a finer mist, so burns more efficiently. This makes the engine more economical, and reduces noise, smoke and emissions levels.

Double wishbone suspension This wheel suspension layout provides maximum accuracy in defining the wheel movement during driving. The result is precise and predictable handling of the car as well as reduced body movement during braking and cornering. Double wishbone suspension systems are used in race cars.



EBD Electronic Brake-force Distribution works in tandem with ABS analysing weight distribution around the car and automatically adjusting the braking force applied to front and rear wheels to help maintain directional stability.

Electronic Throttle Control System (ETCS or Drive-by-wire) The mechanical link from the accelerator pedal to the engine is replaced with sensors that detect the throttle position and feed instructions directly to the engine management system. This provides instant, directly proportional yet smooth responses to throttle inputs.

Ergonomics Ergonomics is the applied science of designing a working environment, in this case the car's cabin, in order to maximise the occupants comfort and safety. In simple terms, that means locating major controls and instruments in a way that makes them easy and comfortable to use and to see. This is extended to seating which minimises driver fatigue and discomfort.

Grade Logic An intelligent system built into our 5-speed automatic transmissions. When the Accord is in fully automatic mode, Grade Logic recognises different driving styles and road conditions, then selects the optimum gear ratio for smooth, seamless driving, particularly over hilly routes and through corners.

High-intensity Discharge (HID) headlamps Instead of a bulb, the sealed HID headlamps contain xenon gas. An electric spark (arc) passing through the gas produces an even, true-white light with a higher intensity than conventional halogen units for improved visibility.

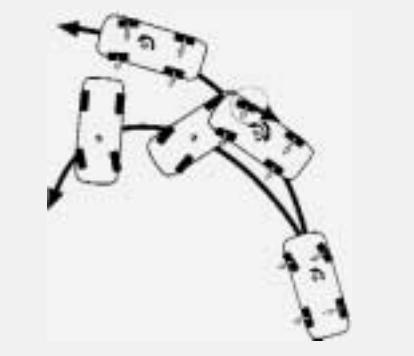
i-CTDi The Honda i-CTDi engine - the 'i' stands for 'intelligent' – is a new-generation direct injection engine that uses both the latest common rail and variable turbocharger technology. As a result, it's significantly quieter, smoother, more powerful and returns greater fuel economy than conventional diesels.

i-VTEC The combination of VTEC and VTC for improved engine performance, fuel economy and emissions.

Torque Torque is a twisting or rotational force. For example, when you use a spanner to tighten a bolt, you are actually applying torque to turn the bolt. The further out you hold the spanner, the more torque you apply. Low rev torque is the ability of an engine to develop strong response (rotational force), and hence, acceleration from lower revs and speeds. As speed rises, torque becomes less important than power for maintaining high speeds.

Power Power is a measurement of how fast work can be done.

VSA Vehicle Stability Assist helps you maintain control during cornering, acceleration and collision-avoidance manoeuvres. When it detects wheel-slip under acceleration, it applies braking to the affected wheel and reduces engine power until traction is regained. Any understeer and oversteer that falls outside the system's predicted range of vehicle responses is also corrected automatically.



VSA Controlling oversteer



VSA Controlling understeer

VTC (Variable Timing Control) Changes the timing angle of the intake side camshaft relative to the crankshaft as engine speed and load change. This way the cylinder filling with air/fuel mixture is optimised for improved torque and performance, with 90% of torque available at just 3,000 rpm.

VTEC (Variable Valve Timing and Lift Electronic Control) Varies the amount of valve lift and the duration of valve opening during the intake stroke of each engine cylinder. The effect is optimised combustion over changing engine speeds with the result of reduced fuel consumption and emissions as well as increased engine performance.

Variable turbocharger Turbochargers use rotors to pressurise the air going into the cylinders. This increases the air's oxygen density, improving combustion and producing more power. The turbocharger fitted to the i-CTDi engine has variable nozzles, which boost the airflow according to how hard you press the accelerator – the more you put your foot down, the more the airflow is increased. This produces instant, smooth acceleration, virtually eliminating the problem of 'turbo lag'.



**?Why do we find it hard to talk
about money**

You've studied it. Talked about it. Dreamed about it. Now you have to pay for it. Just doesn't feel like part of the fun, somehow. So we thought, there should be a better way to do this. Not a quick-fix, easy-terms, one-size-fits-all deal, either. Finance that sounds too good to be true usually is. We were thinking 'simple', 'flexible' and 'convenient'. And that's what you get, right from making the deposit.

?So where do we start

With the deposit. Your current car or cash are both fine. You don't have either? No problem: we can work out a zero-deposit package, too.

?Done your sums

The most important part of any finance is the monthly payments. Only you know how much you can really afford. So tell us. That way, we can work out monthly payments to fit in with your budget. Our finance packages are flexible enough to work round just about anything. After that, it's up to you.

We give you choices right through the process. Including at the end of the agreement. You want to keep the car? Simple: make the final payment and it's all yours. Or, you can give it back. As long as it's in good condition and within the agreed mileage, you can walk away with nothing more to pay*.

And if you're ready for a new Honda, we'll arrange a part exchange and a new finance package. Easy, really.

Making our finance more straightforward meant leaving out a few things.

The long, complex forms.

The dense technical jargon.

The wait to see if you've got the go-ahead.

We didn't think you'd miss them.

We don't. All of which means you get your new Honda quicker.

Of course, none of this is any substitute for talking it over with your local Honda dealer.

So now you know what to expect from a visit to us. When can we expect a visit from you?

Terms and Conditions
*Honda Aspirations only (Honda's PCP product).
Credit provided by Honda Finance Europe Plc. 470 London Road, Slough, Berkshire, SL3 8QY.



?Want to predict the future

The Accord, like all Hondas, is made to our exacting standards. But we take nothing for granted. So the Accord is covered by a 3 year manufacturer's warranty*. You can extend this period of cover with a Hondacare Guarantee and give yourself peace of mind for up to a further 4 years.

Hondacare Guarantee is unique and only available from authorised Honda Dealerships. Just choose the period of cover you want - from 4 months to 4 years. Then sit back and relax, knowing that help is only a telephone call away. Unexpected repair bills will be settled immediately.

Further benefits include:

- Repairs carried out by Honda trained technicians.
- Guarantees the use of only Genuine Honda parts.
- Hondacare Assistance - Honda's comprehensive breakdown and recovery package.

Just ask your authorised Honda Dealership for more details.

?Like beneficial insurance rates

The Honda Owners Insurance scheme has been specially designed so that Honda owners receive beneficial insurance cover at competitive rates. To obtain details of all the benefits included and to receive a quotation, please contact your authorised Honda dealer or call 0845 200 8000.

?Is help at hand when it really matters

With Honda it is. Because if you're unlucky enough to have an accident, we have a free Hondacare Accident Helpline that will sort all the details for you and make it a priority to get your car back on the road. In the event of an accident please telephone 0800 521 728.

?Shouldn't the last thing you think about be maintenance

A Hondacare Maintenance Plan** means you won't have to think about it at all. It covers you for all servicing and maintenance costs and can be paid for by Direct Debit in monthly installments. So you can get on with enjoying your car.

It's competitive and flexible.

All servicing is undertaken by Honda dealers.

This gives you access to fully qualified technicians and an established network of dealers throughout the UK.

It means your car will only ever be serviced and repaired with genuine Honda parts.

It protects the value of your car.

It's backed by Hondacare Assistance, giving you peace of mind 24 hours a day every day of the year.

It's backed by a Honda Manufacturer Warranty.

For full details, please contact your Honda dealer.

?Can your car get the service you do

We spend a lot of time working out the best service we can give to our customers.

And you'd expect us to also come up with the best service for your car, too. So we designed Hondacare Budget Plan Servicing**. This way, you can spread the cost of servicing your car with fixed monthly payments. It's available for new and used Honda cars, and for private and business users too.

*Subject to the Warranty terms and conditions listed on pages 15 and 16 of your service book.

**Terms and conditions apply.

9,000 Miles / 12 Months	
HR-V • S2000 • NSX • Legend • Insight Civic Diesel (3 door and 5 door)	
Months	Miles
12	9,000
24	18,000
36	27,000
48	36,000
60	45,000
72	54,000
84	63,000
96	72,000
108	81,000
120	90,000
132	99,000
144†	108,000

12,500 Miles / 12 Months	
Jazz • Stream • FR-V • CR-V Civic 4 door IMA • Civic Type-R Civic Petrol (3 door and 5 door) Accord Saloon and Tourer (Petrol and Diesel)	
Months	Miles
12	12,500
24	25,000
36	37,500
48	50,000
60	62,500
72	75,000
84	87,500
96	100,000
108	112,500
120	125,000
132	137,500
144†	150,000

†Should mileage exceed 144 months or 108,000/150,000 miles, please contact your local Honda dealer to obtain a Continuation Service book.

Accord	Transmission	CO ₂ (g/km)	VED Band	Fuel economy combined (l/100km/mpg)
2.0 i-VTEC SE	5MT	176	C	7.4/38.2
2.0 i-VTEC SE	5AT	189	D	8.0/35.3
2.0 i-VTEC Sport	5MT	190	D	8.0/35.3
2.0 i-VTEC Sport	5AT	200	D	8.4/33.6
2.0 i-VTEC Executive	5MT	182	C	7.7/36.7
2.0 i-VTEC Executive	5AT	196	D	8.3/34.0
2.2 i-CTDi Sport	5MT	143	A	5.4/52.3
2.2 i-CTDi Executive	5MT	143	A	5.4/52.3
2.4 i-VTEC Type-S	6MT	214	D	9.0/31.4
2.4 i-VTEC Executive	6MT	216	D	9.1/31.0
2.4 i-VTEC Executive	5AT	223	D	9.4/30.1

?Why stop when you reach the limit

Think of some of the world's most innovative creations. The people who made them dared to challenge convention. At Honda, we let nothing get in the way of a good idea. We encourage our designers to test the boundaries of science as well as their own imaginations. That's why our cars, motorcycles, ATV's, powerboat engines and power equipment products are used the world over, consistently winning new awards, new accolades and new friends.

But it doesn't stop there. After witnessing an aerobatics display as a schoolboy our founder, Soichiro Honda, dreamed of creating an aeroplane. Eighty-seven years later our engineers are putting the finishing touches to the HondaJet. True to Honda's belief in finding solutions through innovation and imagination, the jet challenges standard aircraft design. Its HF118 turbofan engines are located on top of the wing increasing fuel efficiency by 40%. This break from conventional design also allows for 30% more cabin space. It goes to show what you can achieve by letting your imagination run free.

On the ground our desire to innovate is as strong as it's ever been. This applies as much to bicycles as it does to Formula 1 racing cars.

On two wheels, we have recently perfected the RN01 downhill mountain bike, with its unique gearbox system that allows cyclists to change gear without the need to pedal.

This revolutionary design was born out of an enthusiastic idea that was allowed to flourish, rather than a design requirement. On the track, our Formula 1 programme has seen young British contender Jenson Button rise to the podium eight times so far in the 2004 season, the Honda engines providing credible and consistent rivalry to those of the dominant Ferrari team.

Some innovations come from the heart. One Honda engineer, who hated diesel engines so much, made it his mission to revolutionise them. The i-CTDi sets a new benchmark in diesel technology. High in torque and low in fuel consumption, it's unique closed deck aluminium construction one of the only aluminium diesel engines on the market, offers power, cleanliness and an incredibly low noise output, creating a level of performance that rivals the very best in the market. It's part of our constant mission to reduce emissions and create cleaner vehicles – like the FCX series. These vehicles use hydrogen fuel cells as their power source, producing only water as a by-product. When it comes to engines, you don't get much cleaner than that.

And then there's ASIMO. Our famous robot. With his ground breaking abilities in balance, manoeuvrability, face and voice recognition, he represents our vision of creating technologies

that go way beyond our everyday perceptions of transport and mobility.

Our latest inspiration comes in the form of an intelligent night-vision system, which uses infrared cameras to see in the dark and is the world's first system to detect pedestrians or moving, heat-emitting objects such as animals that are in the vehicles path, or even judged to be moving into that path. The system warns the driver via an audio caution linked to a 'heads-up' display above the dashboard.

Even when it comes to safety we look beyond the expected. As one of the first manufacturers to develop pedestrian safety technology, we continue to place importance in this area. Our latest innovation is the 'pop-up' bonnet system. It uses sensors in the bumper to indicate whether an impact with a pedestrian has occurred. This triggers a mechanism that raises the rear portion of the engine hood away from the hard components found underneath it. Our Head Injury Criteria are reduced by up to 40% when this system is fitted.

All these innovations are in constant development, and there are new ideas being born every minute. We are always looking to improve, to make our products cleaner, safer, more efficient. It's all part of our continuing mission to push back the boundaries of science, to turn inspirational ideas into reality.





?Ever tried a little blue sky thinking

We love this planet as much as you do. And we're well aware that a global corporation that builds cars has to take its responsibilities very seriously. And that's why we only ever build cars with the future in mind. A lot of damage has been done since the invention of the internal combustion engine, but thanks to cutting-edge technology we're aiming to cut it out all together. Our manufacturing plant in Swindon is reducing the amount of landfill waste it produces. At the going rate, we're on track to cut that figure to zero by 2010. The development of our 3R concept - reduce, reuse, recycle - allows us not only to apply our principles throughout the plant, but also provides an educational tool for local schools and councils who visit us on a regular basis.



We've made technological developments that radically reduce emissions too.

Like the Insight. It's the most fuel-efficient sports coupé in existence thanks to its Integrated Motor Assist technology. The same technology you'll find in the 4 door Civic Executive, winner of Best Fuel Economy in 2003 and Best 1-1.4 litre Engine at the 2004 International Engine of the Year Awards and the BP Green Fleet award for vehicle innovation. Our new generation i-series engines, such as our i-VTEC engine,

are on course to produce 75% less HC (hydrogen and carbon atoms) and NOx (oxides of nitrogen) emissions by 2005, as well as on course to meet the 2010 fuel economy criteria in all weight categories. Ahead of new regulations due to come into force in 2006, we've reduced our motorcycles' emissions and fuel consumption by 30%. And the production of road-going two-stroke engines is now a thing of the past. Even when it comes to boats, if you're after an outboard engine, with Honda you'll only ever get the cleaner four-stroke version.

At Honda, if we have an idea, we want to make it happen. Take the groundbreaking FCX fuel-cell electric vehicle, which produces only water as a by-product. The first car of its kind to obtain approval for commercialisation in the US, it's fuelled by the chemical reaction between hydrogen and oxygen - we've even built a solar-powered hydrogen fuelling station at our research institute in Los Angeles. It's the greenest vehicle on the planet, and it's already driving around the streets of Tokyo and LA.

Not only are we cutting environmentally damaging emissions, we're actively putting something back in. At participating Honda Dealerships, customers could now receive a Tree-Tube as a thank-you present.



We're also rewriting the rulebooks by changing the way people think about transport.

We know that cars have become so popular that the planet is becoming gridlocked. That's why we've introduced traffic-reduction schemes in Singapore, such as the Intelligent Community Vehicle System, which encourages shared use of vehicles in urban areas. We want to create more public space, reduce traffic, lower pollution and provide an improved living environment for everyone.

At Honda we want to fill the world with great ideas. Not pollution.





Jazz



Insight



HR-V



Honda S2000



Civic 3 Door



Civic 5 Door



FR-V



Civic 4 Door



Stream



CR-V



Accord Saloon



Accord Tourer

?What do all Honda cars have in common

More than you might think to look at them. They're all unique. But every Honda is designed to excite, inspire and perform.

How do we turn that dream into reality? Through world-class engineering and innovation. Show us a boundary, and we'll push it, whether in aesthetics, safety, driving dynamics or engine technology. Our VTEC engines deliver the exact amount of power needed, at the precise moment it's asked for.

Our new i-CTDi is quiet and refined like our petrol engines but with all the fuel consumption and tax benefits of diesel. And our multi award-winning Integrated Motor Assist (IMA) ingeniously combines petrol and electric motor technology to save fuel, tax and money.

We're obsessed with detail and build quality. If a conventional process doesn't produce the results we want, we'll invent a new one that does. Like our advanced dip-and-roll painting technique, designed to prevent air bubbles forming under the surface of the paint. We even build some of the machines that

build our cars. The Civic 3 door, Civic 5 door and CR-V all start life at our Swindon plant, in which we've invested £1.15 billion since its opening. Making it one of the world's most sophisticated production lines. But it's not just what's inside our buildings that meets with others' approval: in October 2002, the Chartered Institute of Building gave us its prestigious 'Building Award' for our second European car plant.

But there's another, even more important element you'll find in every Honda. A shared heritage, the engineering equivalent of DNA. Which is? Racing. It was the lifelong passion of our founder Soichiro Honda, and we're still competing at the highest level today.

In 2002, our Synchro Motorsport Team drove the Civic Type-R to 17 British Touring Car Championship (BTCC) victories – including the overall Driver's and Team titles.

As well as providing the perfect proving ground for new technology, racing teaches the importance of safety. Which is why we've

built the world's largest crash-testing facility in Tochigi. We've also developed the most advanced crash-test dummy in existence, the Honda POLAR II: the AA presented us with a special award for our work in developing pedestrian-friendly vehicles. And of course, all that work is in your new Honda, too.

Every Honda model is a product of the power of dreams. It's what brings them all together. And makes them completely unique.

COLOUR OPTIONS

?Ready to make the big decision

With nine stunning colours, including pearl finishes, and a range of fabric and leather interior trims to choose from, we never promised it would be easy. All the colour schemes are designed to show off the Accord's bold, distinctive lines, and provide a relaxed, inspiring driving environment. All you have to do is decide which one's right for you. Take your time.

Colour options for your

ACCORD

Meteor Silver Metallic

Satin Silver Metallic

Graphite Pearl

Nighthawk Black Pearl

Mist Opal Green Metallic

Indigo Blue Pearl

Arctic Blue Pearl

Milano Red

Royal Ruby Red Pearl

Colour options for your

ACCORD

Graphite Pearl

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●	●*
2.2 i-CTDi Executive	-	-	●	●*
2.4 i-VTEC Executive	-	-	●	●*
2.4 i-VTEC Type S	-	●	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Mist Opal Green Metallic

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	-	-	-
2.2 i-CTDi Sport	-	-	-	-
2.0 i-VTEC Executive	-	-	●	-
2.2 i-CTDi Executive	-	-	●	-
2.4 i-VTEC Executive	-	-	●	-
2.4 i-VTEC Type S	-	-	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Arctic Blue Pearl

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●	●*
2.2 i-CTDi Executive	-	-	●	●*
2.4 i-VTEC Executive	-	-	●	●*
2.4 i-VTEC Type S	-	●	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Royal Ruby Red Pearl

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	-	-	-
2.2 i-CTDi Sport	-	-	-	-
2.0 i-VTEC Executive	-	-	●*	●
2.2 i-CTDi Executive	-	-	●*	●
2.4 i-VTEC Executive	-	-	●*	●
2.4 i-VTEC Type S	-	-	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Meteor Silver Metallic

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●	-
2.2 i-CTDi Executive	-	-	●	-
2.4 i-VTEC Executive	-	-	●	-
2.4 i-VTEC Type S	-	●	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Satin Silver Metallic

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●	-
2.2 i-CTDi Executive	-	-	●	-
2.4 i-VTEC Executive	-	-	●	-
2.4 i-VTEC Type S	-	●	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Nighthawk Black Pearl

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●	●*
2.2 i-CTDi Executive	-	-	●	●*
2.4 i-VTEC Executive	-	-	●	●*
2.4 i-VTEC Type S	-	●	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Indigo Blue Pearl

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●*	●
2.2 i-CTDi Executive	-	-	●*	●
2.4 i-VTEC Executive	-	-	●*	●
2.4 i-VTEC Type S	-	-	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim

Milano Red

	Black fabric	Sports upholstery	Black leather	Ivory leather
2.0 i-VTEC SE	●	-	-	-
2.0 i-VTEC Sport	-	●	-	-
2.2 i-CTDi Sport	-	●	-	-
2.0 i-VTEC Executive	-	-	●	-
2.2 i-CTDi Executive	-	-	●	-
2.4 i-VTEC Executive	-	-	●	-
2.4 i-VTEC Type S	-	●	-	-

● standard - not available * available to customer order
Accord Saloon Colour and Trim