

HYBRID

CO₂
FROM 101 G/KM


FROM 64.2 MPG

10%
LOW BIK


FREE


AUTO GEAR

Drive just like normal cars, but earth friendlier
and kinder to your wallet



Good for business, drivers, and the planet

The Insight and Civic Hybrid use Integrated Motor Assist, which combines an efficient petrol engine and a powerful electric motor that helps when accelerating, and recharges the battery when the car is cruising, slowing or braking.

As a hybrid driver, you'll discover that the advanced technology in your car not only helps you save the planet, but a bit of money too. You can save up to 30% on fuel bills, only have to pay £15 a year road tax and you'll even get a 100% discount on the London Congestion Charge. Plus, with a low company car driver tax rate of only 10%, driving an Insight or Civic Hybrid is a rewarding drive in more ways than one.

The Insight and Civic Hybrid are a result of 20 years' hybrid research and development. Honda is committed to building cars that help the planet while still exciting drivers. Which all means that driving a greener car doesn't have to mean higher costs or compromising on driving performance.

How does Honda Hybrid technology work?

STARTUP AND ACCELERATION



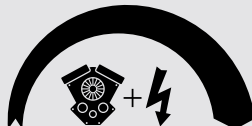
Engine in operation
with electric
motor assistant

LOW SPEED CRUISING



Only electric motor
in operation

ACCELERATION



Engine in operation
with electric
motor assistant

HIGH SPEED CRUISING



Only engine in operation

DECELERATION



Recovered energy
is stored in the
Hybrid battery

No plugs. No sockets. Just a greener drive

We'd like to dispel some myths about Honda Hybrids, and answer some frequently asked questions

Q: Do I need to plug it in at night?

A: No. You can fill it up at the petrol station like any other petrol engine car. The powerful electric motor that supports the petrol engine runs on a battery that charges itself when the car stops or slows down. So it never needs to be recharged from an external power supply. We call this Integrated Motor Assist technology (IMA).

Q: Does it drive differently to other cars?

A: Honda Hybrids drive, sound and behave like a normal petrol engine car. The one difference you might notice is that if you stop in traffic, the engine does too. This is to save petrol: as soon as you press the accelerator again the engine turns back on.

Q: How reliable is this technology?

A: Honda has already sold over 130,000 hybrid vehicles worldwide. And happily, because the technology of Honda's IMA battery and motor is reliable and proven, they are both backed up by an 8-year warranty.

Q: Is this just a fad?

A: No. Honda introduced the first production hybrid to the UK in 1999. The Civic Hybrid and the Insight are showcases for Honda's commitment to this technology. They offer a real opportunity for drivers who want a greener vehicle, without compromising comfort and performance levels.

Q: How many miles to the tank will I get in the real world?

A: The Insight has an official combined fuel economy figure of 64.2mpg and the Civic Hybrid has a figure of 61.4mpg. How many miles to the gallon you will get all depends on how you decide to drive. So if you drive economically, you probably won't visit the petrol station as much as you do now.

Q: Won't it be hard to get it serviced?

A: No. Any Honda dealer can service a Honda Hybrid, and offer the same level of TLC they do with all other Hondas. It's worth remembering that the IMA technology in a hybrid is a sealed system, so it requires no maintenance. All the IMA elements are covered by an 8-year warranty, and the battery should last the life of the car anyway. You can expect the same great levels of reliability you get from every Honda.

Why the Insight and Civic Hybrid make sense as a company car

Q: What are the benefits for company car drivers?

A: Driving a Honda Hybrid means a low 10% BIK banding and reduced tax liability. This means company car drivers' tax liability starts from less than £30 per month for a 20% taxpayer.

Q: There are lots of sub 120g/km petrol cars available, why bother with a hybrid?

A: Sub 120g/km petrol cars are typically small inner city cars, and unlike a hybrid they don't usually offer enough space to comfortably seat 5 passengers, or a large boot space perfect for bulky equipment. They're not always as good on the motorway as a hybrid either. Drivers get the best of both worlds: the practical benefits of a big car, with the running costs of a small car.

Q: A sub 120g/km diesel is just as good isn't it?

A: No. They may have similar mpg, but diesel costs more at the pump. And with 3% BIK premium, diesel cars sit in the 13% BIK band; increasing driver tax. Petrol hybrids produce less NOx (oxides of nitrogen) and particulate emissions than diesel. Which means that hybrid exhaust gases are cleaner.

Q: Are there any company tax benefits?

A: Yes, cars under 110g/km CO₂ fall into the most advantageous tax allowance bands of both leasing and outright purchase. To put this in English, it means companies will pay less tax.

Q: What about the congestion charge?

A: Sub 120g/km hybrid cars will continue to be exempt from the London Congestion Charge, whilst sub 120g/km diesel/petrol cars will no longer be exempt following Mayor Boris Johnson's change of plans. This means a London commuter could save up to £2,080 a year in Congestion Charges by driving a hybrid.