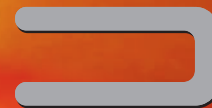
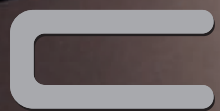


2010 Honda Civic





SKIN + TINGLE CHEST + THUMP

HEAD + RUSH





JUST ADD **ASPHALT**

Take your daily routine and add rousing performance. Add sleek styling. Add a generous dose of high-tech. The 2010 Civic is the perfect catalyst to shake things up. No matter what flavor you choose, from Sedan to Coupe to Hybrid to Si, one thing should be perfectly clear: Civic = Fun.

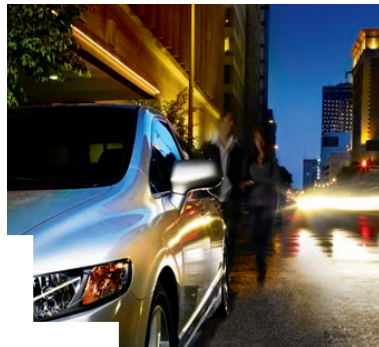
Civic EX Sedan shown in Polished Metal Metallic.

INCREASE

YOUR DAILY QUOTA OF THRILLS

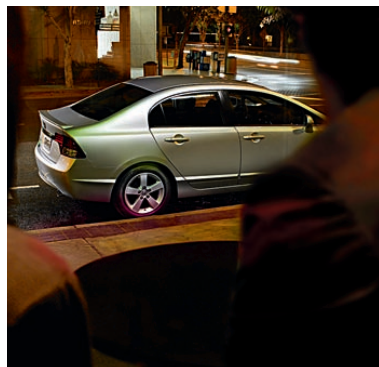


Civic LX-S Sedan shown in Alabaster Silver Metallic.



Nothing gets the blood pumping quite like a big serving of i-VTEC[®] every morning. Honda's signature technology gives you plenty of torque off the line as well as horsepower to spare down the road. The Drive-by-Wire[™] throttle system yields improved response and smoother shifts. Power flows through a precise 5-speed manual transmission, or you can enjoy the ease of use of the available 5-speed automatic.

The Civic's sporty feel is the product of its sophisticated suspension system and power-assisted rack-and-pinion steering. Both have been engineered for quick, precise response and a refined ride quality. Confident stopping is provided on DX and LX models by front disc and rear drum brakes. EX models and above sport disc brakes at all four corners.





Civic EX Sedan shown in Tango Red Pearl.

12 HOURS

UNTIL YOU HAVE TO BE AT YOUR DESK IN THE MORNING

The Civic helps you connect with more than just the road. On select models, the available Honda Satellite-Linked Navigation System™[†] with voice recognition provides not only maps and directions, but also listings of over 7,000,000 points of interest like ATMs, restaurants and cultural venues.* It also features Bluetooth®[‡] HandsFreeLink® so you can dial ahead through your compatible cell phone.†

*Some roads unverified. Please see your Honda dealer for details.

†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. Two Sheds featured courtesy of Filter U.S. Recordings © and © 2008.



TAILORED
TO STIMULATE YOUR EYES + EARS + HANDS

Civic EX-L Sedan shown with Beige Leather and available Honda Satellite-Linked Navigation System.¹

The Civic cabin is designed to be a full sensory experience. Select EX and Hybrid models include a leather-trimmed interior and heated front seats. They also feature a leather-wrapped steering wheel, which is also found on the LX-S. Rear-seat passengers won't feel neglected with their comfortably wide seats and flat rear floor. The fold-down rear seatback (all models except Hybrid) also expands your cargo-carrying capability,* and it's split 60/40 in EX and Si models.

*Honda reminds you to properly secure items stored in the cargo area.



ERGONOMIC DESIGN

With the three-spoke steering wheel's tilt and telescoping adjustability, you can easily find a comfortable position. LX and above feature steering wheel-mounted cruise-control switches. EX, Hybrid and Si models also put audio-system controls close at hand.



AUDIO SYSTEMS

On DX-VP and above, the AM/FM/CD audio system has MP3/Windows Media® Audio³ (WMA) playback capability and an MP3/auxiliary input jack. Select models add more speakers, including a subwoofer in the Si. Navigation-equipped models add XM® Radio.⁴



USB AUDIO INTERFACE⁵

Select models include Honda's USB Audio Interface,⁵ giving you greater access to your digital music files. Just plug in your compatible music player and the system displays song information and lets you use the vehicle's audio controls.

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.

iPod classic® is a registered trademark of Apple Inc. iPod not included.

Si



WARNING:
CONTENTS UNDER PRESSURE

Add the letters Si and you add exponentially to the level of fun. With a responsive 197-hp engine, low stance, 17-inch alloy wheels and close-ratio 6-speed manual transmission, the Si Coupe and Si Sedan give you ultimate Civic performance.

Civic Si Coupe shown in Alabaster Silver Metallic.

Si



K20 + 197hp + 8000rpm + 11:1 + 18"



Air + fuel. It's the first step in a chain reaction that results in explosive power. The kind that's made Honda's 2.0-liter K20 i-VTEC engine a legend among sport-compacts. But potent performance doesn't rely on force alone. Civic Si is jam-packed with advanced technology. Take the i-VTEC engine with 3-rocker arms for a wider powerband. Or Variable Timing Control™ (VTC™) that boosts both power and economy.⁶ Together, these innovations bring Si close to producing 100 hp per liter. Just what you'd expect from a company famous for getting the most out of a 4-cylinder.

Si's on-demand performance is the direct result of obsessing over the details. Consider Si's close-ratio 6-speed manual transmission. Meticulously tuned MacPherson strut front and multi-link rear suspension system with firm spring rates. Beefy stabilizer bars. Electric Power Steering (EPS). And every other performance feature listed on these pages. Proof that input equals output.



Few cars in the world can rev this high. A closer look under Si's hood explains why. Two different cam profiles, one for low rpm and one for high rpm, keep horsepower up across the rev range, while a unique crankshaft balancer helps everything spin smoothly all the way to redline.

A high compression ratio is more than a hint at the excitement underfoot.

And to keep the focus on exhilaration, Honda Genuine Accessories offers big 18-inch wheels. These available alloys not only get the job done, but they look fast, too.



A helical limited-slip differential has one function: to improve handling performance by increasing traction. So the wheel with the most traction gets the maximum amount of torque. After all, what good is power if you can't get it down to the pavement? But performance cars enjoy an added benefit. Namely the thrill of accelerating through a corner.



Civic Si Coupe shown in Rallye Red with accessory HFP 18-inch alloy wheels and tires.



Civic Si Sedan shown with Black Fabric and available Honda Satellite-Linked Navigation System.*



POSITIVE CONTACT

Spirited driving requires a solid connection at every contact point. Drilled aluminum pedals with rubber studs provide the proper amount of grip.



RED MEANS GO

The Si-exclusive red glow of the gauges further communicates its sporty nature.

LEATHER TOUCH POINTS

There's something about the feel of a leather-trimmed aluminum shift knob and steering wheel that communicates action.



HANDS-ON CONTROL

Steering wheel-mounted cruise and audio controls keep the action up front, so you don't have to take your eyes off the road.





Civic Hybrid shown in Magnetic Pearl.

POSITIVE CHANGE

Being environmentally responsible has never been easier. The Civic Hybrid's sophisticated gasoline-electric powertrain helps you save on fuel—with an estimated 45 mpg⁶ on the highway. It's also received Advanced Technology Partial Zero-Emission Vehicle⁷ (AT-PZEV) status—the most stringent emissions standard yet achieved by a gasoline-powered vehicle in the U.S. But don't think of it as a move to austerity. Interior amenities include automatic climate control, a powerful 6-speaker audio system with Honda's USB Audio Interface⁵ and power windows, mirrors and door locks. You can even get a Civic Hybrid with an available leather-trimmed interior, leather-wrapped steering wheel and heated front seats and side mirrors.

HYBRID

PURE POWER

The Civic Hybrid employs Honda's Integrated Motor Assist IMA[®] system, which pairs a super-efficient 1.3-liter gasoline engine with a lightweight, high-output electric motor. The two work together seamlessly, so it feels just like a normal, responsive Civic. The IMA system's recharging function is completely self-sufficient. The vehicle's powertrain automatically recharges the onboard battery pack so it never needs to be plugged in.



The Civic Hybrid's 4-cylinder engine features torque-enhancing i-VTEC and a dual-point sequential ignition system that fires two spark plugs per cylinder. The engine is mated with a powerful DC electric motor that's less than 2.5" wide. Power for the motor is stored in a battery pack located behind the rear seat. At only 8" thick, it leaves plenty of room in the trunk. To assure its long life, the IMA battery pack comes with an 8-year/100,000-mile limited battery warranty.⁹



STARTING

The Civic Hybrid's engine usually uses the IMA system's motor to start. If the IMA battery-pack charge is too low or if it's very cold outside, the system has a separate battery and starter motor to back it up.



ACCELERATION

Any time the engine needs a burst of power—such as while accelerating, passing or climbing up an incline—the IMA system's electric motor can add its torque automatically to the engine's to give you instant, ample response.



CITY CRUISING

At steady speeds below 35 mph on level roads and under light throttle, fuel injection can cease and the car can be propelled solely by the electric motor. Engine intake and exhaust valves stop opening to help reduce drag.



HIGHWAY

At higher cruising speeds, the vehicle's efficient gasoline engine provides the motive power. Low-friction engineering lets it provide plenty of horsepower while still sipping fuel.



BRAKING

The Hybrid's IMA system can tap into the kinetic energy produced by the vehicle when you brake. The system's motor turns itself into a generator, helping to slow the car while it builds up the energy stored in the batteries.



AT A STOP

Under most conditions, the gasoline engine automatically shuts off when you stop. Lift your foot off the brake, and the engine restarts automatically. The vehicle's climate control system continues to operate while the engine is off.

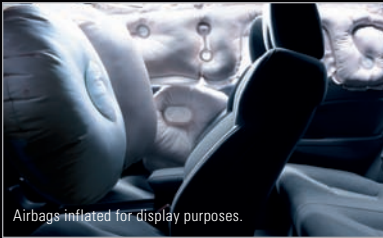
SAFETY IS THE BIGGEST PLUS OF ALL

With its impressive list of standard safety features, the Civic is a prime example of Honda's commitment to providing a high level of occupant protection. In fact, both the Civic Coupe and Sedan received a 5-star frontal crash-test rating from NHTSA.*



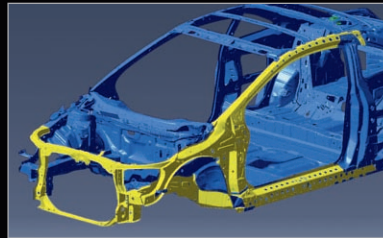
*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

Civic EX Coupe shown in Polished Metal Metallic.



SIDE AIRBAG WITH OPDS AND SIDE CURTAIN AIRBAGS

Standard on all Civics, front side and side curtain airbags help lessen the likelihood of head, neck and torso injuries in a sufficient side collision. The front passenger's airbag features Honda's Occupant Position Detection System (OPDS) to help prevent the side airbag from deploying if a child or small-statured adult is in the airbag's path of deployment.



ADVANCED COMPATIBILITY ENGINEERING™ (ACE™)

The Advanced Compatibility Engineering (ACE) body structure is a Honda-exclusive body design that enhances occupant protection and crash compatibility in frontal collisions. The ACE design utilizes a network of connected structural elements to distribute crash energy more evenly throughout the front of the vehicle.

FRONT AIRBAGS

Dual-stage, multiple-threshold front airbags* deploy at one of two rates and thresholds, depending on the severity of impact and seat-belt use.

SIDE-IMPACT PROTECTION

High-tensile steel beams placed in the Civic's doors help to prevent the intrusion of crash forces in a side impact.

AUTOMATIC TENSIONING SYSTEM

A front seat-belt automatic tensioning system helps hold the front-seat occupants securely in a collision. The system is triggered by the same sensors that deploy the airbags.

ACTIVE FRONT HEAD RESTRAINTS

In a sufficient rear-impact collision, the active front head restraints are designed to move forward and up to help reduce the likelihood of neck injuries.

4-WHEEL DISC BRAKES

Civic EX, Hybrid and Si models are outfitted with 4-wheel disc brakes with ABS. They help provide quick, confident stopping power when you need it.

VEHICLE STABILITY ASSIST™ (VSA®)

Standard on EX-L, Hybrid and Si, VSA can brake individual wheels and/or reduce engine power to respond to understeer or oversteer and help restore you on your intended path.

ABS WITH EBD

The anti-lock braking system (ABS) helps you maintain steering control during hard stops. Electronic Brake Distribution (EBD) compensates for extra rear weight by increasing rear brake force.

DAYTIME RUNNING LIGHTS (DRL)

The Civic enhances its visibility to others by incorporating Daytime Running Lights.

TIRE PRESSURE MONITORING SYSTEM® (TPMS)




This system monitors the pressure in all four tires, and alerts the driver when pressure in any tire becomes significantly low.

*Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly restrained in the rear seat.

"WE ONLY HAVE ONE FUTURE,
AND IT WILL BE MADE OF OUR
DREAMS"

- Soichiro Honda



A dream is a view of the  world not as it is, but as it could be. For over 60 years, Honda has encouraged its associates to aim beyond what is currently possible. All for the purpose of progressing human mobility. This spirit has resulted in advances in environmental technology, like the hydrogen fuel cell FCX Clarity, that brings us closer to a future filled with blue skies. It guides us as we strive to exceed government safety regulations and has led to industry-changing innovations on the ground, in the water, and, with  the HondaJet,[®] in the air. And it pushes us to use premier  race circuits as testing grounds for our ideas. Moving forward, our minds are open to new ideas, no matter where they come from. Because you never know what will be until you discover what can be. dreams.honda.com



Civic Si Coupe shown in Crystal Black Pearl with accessory HFP 18-inch alloy wheels and tires.

CIVIC SEDAN



DX

- 140-hp, 1.8-liter i-VTEC® 4-cylinder engine
- 5-speed manual or 5-speed automatic transmission
- ULEV-2 emissions rating¹⁰
- MacPherson strut front suspension
- Multi-link rear suspension
- 15-inch wheels with full covers
- Six airbags
- Advanced Compatibility Engineering™ (ACE™) body structure
- Driver's and front passenger's active head restraints
- ABS with Electronic Brake Distribution (EBD)
- Tire Pressure Monitoring System³ (TPMS)
- Daytime Running Lights (DRL)
- Power windows
- Tilt and telescopic steering column
- Driver's seat with manual height adjustment
- Maintenance Minder system

DX-VP

Adds to or replaces DX features:

- Air conditioning with air-filtration system
- 160-watt AM/FM/CD audio system with 4 speakers
- MP3/Windows Media® Audio³ (WMA) playback capability
- MP3/auxiliary input jack
- CD text display capability



LX

Adds to or replaces DX-VP features:

- 16-inch wheels with full covers
- Security system with remote entry
- Body-colored power side mirrors
- Power door locks
- Power windows with auto-up/down driver's window
- Cruise control
- Center console with sliding armrest and storage compartment
- Map lights
- Floor mats

LX-S

Adds to or replaces LX features:

- 16-inch alloy wheels
- Rear decklid spoiler
- Chrome exhaust finisher
- Sport-trimmed black interior with silver stitching
- Perforated leather-wrapped steering wheel



EX

Adds to or replaces LX features:

- 16-inch alloy wheels
- 4-wheel disc brakes
- One-touch power moonroof with tilt feature
- Steering wheel-mounted audio controls
- Rear-seat armrest with beverage holders
- 60/40 split fold-down rear seatback
- 160-watt AM/FM/CD audio system with 6 speakers
- USB Audio Interface⁵
- Exterior temperature indicator
- Available Honda Satellite-Linked Navigation System™¹ with Voice Recognition, Bluetooth®² HandsFreeLink®, XM® Radio⁴ and digital audio-card reader

EX-L

Adds to or replaces EX features:

- Leather-trimmed seats
- Leather-wrapped steering wheel
- Heated front seats
- Heated side mirrors
- Vehicle Stability Assist™ (VSA®)
- Brake Assist



Si

Adds to or replaces EX features:

- 197-hp, 2.0-liter, DOHC i-VTEC 4-cylinder engine
- Close-ratio 6-speed manual transmission
- Helical limited-slip differential
- 17-inch alloy wheels
- Rear wing spoiler
- Fog lights
- Vehicle Stability Assist (VSA)/Brake Assist
- Perforated leather-wrapped steering wheel
- Aluminum shift knob with leather
- Textured aluminum pedals
- Deep-bolstered sport seats with red stitching
- 350-watt AM/FM/CD premium audio system with 7 speakers, including subwoofer

HYBRID

Adds to or replaces EX features:

- 110-hp* 1.3-liter i-VTEC 4-cylinder engine with Integrated Motor Assist IMA® and permanent-magnet electric motor
- AT-PZEV emissions rating⁷
- Continuously variable transmission (CVT)
- 15-inch lightweight alloy wheels
- Vehicle Stability Assist (VSA)/Brake Assist
- Power side mirrors with integrated turn indicators
- Automatic climate control
- Blue backlit gauges with electronic IMA display
- Available leather-trimmed seats, leather-wrapped steering wheel, heated front seats and heated side mirrors

*Horsepower measured with IMA system.

CIVIC COUPE



DX

- 140-hp, 1.8-liter i-VTEC 4-cylinder engine
- 5-speed manual or 5-speed automatic transmission
- ULEV-2 emissions rating¹⁰
- MacPherson strut front suspension
- Multi-link rear suspension
- 15-inch wheels with full covers
- Six airbags
- Advanced Compatibility Engineering (ACE) body structure
- Driver's and front passenger's active head restraints
- ABS with Electronic Brake Distribution (EBD)
- Tire Pressure Monitoring System⁹ (TPMS)
- Daytime Running Lights (DRL)
- Body-colored rear decklid spoiler
- Power windows
- Tilt and telescopic steering column
- Driver's seat with manual height adjustment
- Maintenance Minder system

LX

Adds to or replaces DX features:

- 16-inch wheels with full covers
- Security system with remote entry
- Body-colored power side mirrors
- Air conditioning with air-filtration system
- Power door locks
- Power windows with auto-up/down driver's window
- Cruise control
- Center console with sliding armrest and storage compartment
- Floor mats
- Map lights
- 160-watt AM/FM/CD audio system with 6 speakers
- MP3/Windows Media Audio³ (WMA) playback capability
- MP3/auxiliary input jack
- CD text display capability



EX

Adds to or replaces LX features:

- 16-inch alloy wheels
- 4-wheel disc brakes
- One-touch power moonroof with tilt feature
- Chrome exhaust finisher
- Steering wheel-mounted audio controls
- 60/40 split fold-down rear seatback
- 350-watt AM/FM/CD premium audio system with 7 speakers, including subwoofer
- USB Audio Interface⁵
- Exterior temperature indicator
- Available Honda Satellite-Linked Navigation System¹ with Voice Recognition, Bluetooth² HandsFreeLink, XM[®] Radio⁴ and digital audio-card reader

EX-L

Adds to or replaces EX features:

- Leather-trimmed seats
- Perforated leather-wrapped steering wheel
- Heated front seats
- Heated side mirrors
- Vehicle Stability Assist (VSA)
- Brake Assist

Si

Adds to or replaces EX features:

- 197-hp, 2.0-liter, DOHC i-VTEC 4-cylinder engine
- Close-ratio 6-speed manual transmission
- Helical limited-slip differential
- 17-inch alloy wheels
- Rear wing spoiler
- Fog lights
- Vehicle Stability Assist (VSA)
- Brake Assist
- Perforated leather-wrapped steering wheel
- Aluminum shift knob with leather
- Textured aluminum pedals
- Deep-bolstered sport seats with red stitching
- Tachometer with rev-limit indicator





Your dealer's team of trained technicians is at the ready to help keep your Honda in superb shape. All 2010 Honda vehicles—and any Honda Genuine Accessories installed at the time of vehicle purchase—are covered by the 3-year/36,000-mile New-Vehicle Limited Warranty.¹¹ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty, too!¹¹ For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.

HONDA

Financial Services

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

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.



Want your own look? Ask your dealer about Honda Genuine Accessories. They're designed, engineered and tested to meet the same exacting standards as your new vehicle—a high-quality way to make your new Honda one of a kind.



CIVIC Si SEDAN



CIVIC SEDAN



CIVIC HYBRID



CIVIC Si COUPE



CIVIC COUPE



CIVIC GX
Natural gas vehicles available in select states.

Every Honda is a smart value thanks to timeless design, great reliability and extended maintenance intervals. Check out our Best Overall Brand Award and Best Resale Value Awards¹² from Kelley Blue Book's kbb.com, Best Overall Value Awards from IntelliChoice^{®13} and – for our sixth year in a row – Industry Best Residual Value Award from *Automotive Lease Guide*¹⁴



¹The Honda Satellite-Linked Navigation System[™] is available on EX and Si models in the United States, except Alaska. Please see your Honda dealer for details. ²The 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. ³Windows Media[®] is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁴Required XM Radio subscription sold separately after 90-day trial period. Subscriptions are governed by the XM Customer Agreement available at xmradio.com/serviceterms. Other fees and taxes apply after trial period; see XM Customer Agreement for details. Fees and programming subject to change. Service not available in Canada, Alaska, or Hawaii. © 2009 SIRIUS XM Radio Inc. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. ⁵The 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. ⁶Based on 2010 EPA mileage estimates, reflecting new EPA fuel economy methods beginning with 2008 models. Use for comparison purposes only. Do not compare to models before 2008. Your actual mileage will vary depending on how you drive and maintain your vehicle. ⁷AT-PZEV (Advanced Technology Partial Zero-Emission Vehicle) models as certified by California Air Resources Board (CARB). ⁸Available in California and states that have adopted California Zero-Emission Vehicle Regulations. ⁹Battery-pack limited warranty may vary. Please see your Honda dealer for details. ¹⁰For 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. ¹¹3-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. ¹²Kelley Blue Book's kbb.com awarded Honda six Best Resale Value Awards for the 2009 Civic, the 2009 Civic Hybrid, the 2009 CR-V, the 2009 Fit, the 2009 Odyssey and overall Brand. www.kbb.com/bvaw09. Vehicle's projected resale value is specific to the 2009 model year. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ¹³Based on 2009 model-year study, IntelliChoice, Inc. www.intellichoice.com. ¹⁴Automotive Lease Guide, 2009 Industry Brand Residual Value Award. 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, HondaJet, Advanced Compatibility Engineering, ACE, Drive-by-Wire, i-VTEC, Variable Timing Control, VTC, Vehicle Stability Assist and VSA are trademarks of Honda Motor Co., Ltd. © 2009 American Honda Motor Co., Inc.