

There's
so much to Fit



Mystic Yellow Pearl available summer 2014.

We configured it all out.

Thanks to brilliant engineering and a little magic, the Fit can take all kinds of people and all kinds of cargo¹ all kinds of places. The spacious interior has room for five, and the 2nd-row Magic Seat[®] helps you configure your Fit four different ways.



Room for

5

Extraordinarily roomy for a sub-compact car, the Fit's new interior gives rear passengers nearly five inches of additional legroom.





16.6 cu
ft

There's plenty of cargo space even with the rear seats up.¹ And a low lift-over height makes loading up easier.

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



Utility Mode

52.7^{cu}_{ft}

Fold the Magic Seat down and you've got a class-leading 52.7 cu ft of cargo space.¹ It's amazing what fits in there.

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



Long Mode

7'9"

If you fold down the right side of the rear seat and fold back the front passenger seat, you can haul gear up to 7 feet, 9 inches in length.¹

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

Tall Mode

47"

Sometimes you need a little extra cargo height. Folding up the Magic Seat gives you almost four feet of room, top to bottom.¹



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



Refresh Mode*

Zzz...

Turn your Fit into a relaxation space. Take off the front head restraints, fold back the front seats and let the chill time begin.

*Only use Refresh Mode when the vehicle is safely parked. Return the seat and head restraint to their original position before driving.



Loaded with luxuries.

The efficiently designed interior hardly feels compact, and it's packed with standard features that drivers love. And for the first time ever, the Fit is available with a leather-trimmed interior and heated front seats (EX-L).

Push Button Start

Keep your key fob in your pocket or your purse, because you can start the engine with the push of a button (EX, EX-L).



ENGINE
START
—
STOP

A close-up photograph of a steering wheel with a black leather-like texture. On the left side, there are several control buttons: a top button with a list icon, a large circular 'SOURCE' button with a plus sign at the top, a minus sign at the bottom, and left and right arrow buttons, and a bottom button with a speech bubble icon. The silver Honda logo is embossed on the right side of the wheel. A semi-transparent blue circle is overlaid in the center, containing text.

Steering Wheel-Mounted Controls

Make phone calls, select your music and a lot more with your eyes on the road, your hands upon the wheel.

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.

Gauge Design

The gauge cluster is as stylish as it is intelligent, and it also features a real-time fuel economy display.



USB Audio Interface²

Connect your compatible smartphone, MP3 player or flash drive via USB, and you can play music and charge your devices.

POWER
OUTLET
12V
180W MAX

PANDORA

Accessory



A close-up photograph of a car's center console, showing a power outlet, a USB port, and two red 'PRESS' buttons. A blue circular callout is overlaid on the left side of the image, containing text. The console is black with a textured surface and is surrounded by black leather seats with white stitching.

Center Console

A spacious center console is a great place to stash all kinds of items, including many tablets.



Tap into whatever you're into.

Touch-screen technology is right up front. The new Fit features a huge 7-inch Display Audio (EX, EX-L) that's a pinchable, swipeable command center for your music, communication, information and more.

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.



HOME
+
VOL
-
MENU

HondaLink ? | CONNECT 10:23

Locations

Weather

Navigation

Messages

Services

Apps



**HondaLink™3
Connect**

Turn the Display Audio into an interface for some of your favorite iPhone® content, so you can leave your phone alone when driving (EX, EX-L).

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.

HondaLink Aha™4

Accessing your favorite
Aha⁴ content is a snap.
Or rather, a tap. Just install
the HondaLink Aha app
on your iPhone
(EX, EX-L).

HOME

VOL

Today's Hits

Stations

Featured

Nearby

10:29

Today's
Hits
Hits

KROQ

SPACE
STATION
SDMA

New
Country

WAVE

THIS
AMERICAN
LIFE
FROM WBEZ

This Week in Tech
AUDIO
TWiT
Leo Laporte & Friends

MARKETPLACE

Next >



Reply

HOME

VOL

MENU

Bluetooth and cellular signal icons

10:54

Talk to you later, I'm driving.
I'm on my way.
I'm running late.
OK
Yes
No

**SMS
Text Message
Function⁵**

Receive texts, have them read out loud and send prewritten responses without ever touching your phone (EX, EX-L).

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.



Pandora^{®6} Compatibility

Connect your smartphone via Bluetooth^{®7} or USB², and let Pandora⁶ curate your music on the road (EX, EX-L).

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.



HondaLink³ Navigation

Install the HondaLink³ Navigation app on your smartphone and launch it on the Display Audio (EX, EX-L).

Honda Satellite-Linked Navigation System^{TM8}

Available on the EX-L model, this navigation technology also features voice recognition and Honda HD Digital Traffic.



Bluetooth⁷ Phone / Audio

Place and receive phone calls with *Bluetooth⁷ HandsFreeLink[®]* and play music from your phone wirelessly with *Bluetooth⁷ streaming audio*.

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.

Looks like fun.

The all-new Fit has been completely redesigned and it's ready for action. The new body style and distinct details everywhere give it a look that says "let's do this."



Sporty Style


The Fit has a more compact design and a wider stance, giving it a sportier and more aggressive essence.



A close-up photograph of the front left side of a yellow car. The image focuses on the headlight assembly, which has a distinctive, angular design with a central circular lens. To the left, a side mirror is visible. The car's body panels are a vibrant yellow color. The background is a solid, slightly darker yellow.

Distinct Details

The lines and contours of the headlights, grille and other redesigned details really punctuate the Fit's personality.

A close-up photograph of a silver 16-inch alloy wheel on a bright yellow car. The wheel features a multi-spoke design with a central Honda logo. The car's body is highly reflective, and the background is a solid yellow color. A blue circular callout box is overlaid on the right side of the image.

16-Inch Alloy Wheels

Beautifully designed 16-inch alloy wheels let everyone know the Fit isn't messing around (EX, EX-L).

LED Brake Lights

The Fit has unique design touches everywhere you look, like the stylized LED brake lights.



Amazing performances daily.

And of course, we made sure the Fit is a lot of fun to drive. It has a more nimble chassis, a wider stance, and ingenious Earth Dreams Technology to give you plenty of zip and help you go longer between fill-ups.⁹





130 hp*

Thanks to Earth Dreams Technology, the Fit's engine is lighter, more powerful and more efficient than ever before.

*SAE net.

6 MT

If you love to drive a stick shift, then you'll love having a sixth gear to kick your Fit into (LX, EX).

CVT

The available continuously variable transmission allows the engine to operate at optimal RPM levels and helps improve efficiency.



Paddle Shifters

Race-inspired paddle shifters, on EX and EX-L models with CVT, give you more control and make your drive that much more fun.





41 MPG
HWY
RATING⁹

Of course, a car as versatile as the Fit is going to have awesome fuel economy.⁹ It's all part of the package.



Eco Assist™

This eco-conscious technology comes standard on every Fit, and on models with a CVT, the ECON button helps you squeeze even more miles out of a gallon of gas.



ECON

Help where it's needed.

Honda has made amazing strides in convenience technology. That's why every Fit comes standard with a multi-angle rearview camera¹⁰, and why EX and EX-L models also come with Honda's LaneWatch^{TM11} display.

Multi-Angle Rearview Camera¹⁰

This über-useful feature comes standard on every Fit and shows a view of what's behind you from three different angles.



Wide View



Normal View



Overhead View

80° Visibility

with Honda LaneWatch¹¹

We helped shrink your passenger-side blind spot a lot, thanks to a tiny camera in the passenger-side mirror housing and the 7-inch Display Audio. The Honda LaneWatch¹¹ camera helps capture what's happening to the right of your Fit and reveals nearly four times more than the passenger-side mirror alone can (EX, EX-L).

Live video from the passenger-side mirror camera displays on the 7-inch Display Audio.



Active Safety

Tire Pressure Monitoring System (TPMS)¹²

Drivers often unintentionally drive with underinflated tires, and this system alerts the driver when the air pressure in any tire becomes significantly low.

Vehicle Stability Assist™ (VSA®)

During an understeer or oversteer condition, VSA* can brake individual wheels and/or reduce engine power to help restore your intended course.

Daytime Running Lights (DRL)

Daytime Running Lights help make your Fit more visible to other drivers on the road.



Anti-Lock Brakes (ABS)

ABS uses a special modulator to pulse the brakes to help prevent wheel lockup and help you retain steering control when braking hard.

Brake Assist

In the event of abrupt or emergency braking, Brake Assist helps your Fit come to a stop sooner.

Electronic Brake Distribution (EBD)

EBD distributes brake force among the four wheels based on how much load each wheel is bearing.

Passive Safety

Side Curtain Airbags with Rollover Sensor

These airbags help reduce the likelihood of head and neck injuries for outboard occupants in side collisions.*

Dual-Stage Front Airbags (SRS)

The front airbags are capable of being inflated at different rates depending on crash severity, seat-belt usage and/or other factors.*



SmartVent[®] Front Side Airbags

If an occupant is in the side airbag deployment path, these smart airbags can vent before fully inflating and decrease the likelihood of an airbag-related injury.*

ACE[™] Body Structure

The next-generation ACE body structure is a Honda-exclusive design that utilizes a network of connected structural elements to distribute frontal crash energy more evenly.

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

Airbags inflated for display purposes.

Choose the right Fit

The new Fit comes in three different trim levels:
LX (awesome), EX (more awesome) and EX-L (most awesome).
Take a look at all the options available on each trim and
find the one that fits you best.

LX

EX

EX-L



KEY STANDARD FEATURES

- Four unique seating modes
- 60/40 split 2nd-row Magic Seat®
- Bluetooth®⁷ streaming audio
- Multi-angle rearview camera¹⁰
with guidelines
- 130-hp,¹³ direct-injection
i-VTEC® 4-cylinder engine
- ACE™ body structure

LX SPECIFICATIONS

- 130-hp,¹³ 1.5-liter direct-injection i-VTEC® 4-cylinder engine
- 6-speed manual or continuously variable transmission (CVT) (available)
- LEV3-ULEV125 CARB emissions rating¹⁴
- EPA mileage ratings⁹ (city/highway/combined): 6MT: 29/37/32 mpg; CVT: 33/41/36 mpg
- Eco coaching
- ECON button (CVT models)
- 15-inch wheels with full covers
- Six airbags
- Next-generation Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA®) with traction control
- ABS with Electronic Brake Distribution (EBD)
- Multi-angle rearview camera¹⁰ with guidelines

- Tire Pressure Monitoring System (TPMS)¹²
- Daytime Running Lights (DRL)
- Security system with remote entry
- Multi-reflector halogen headlights with auto-on/off
- One-touch turn indicators
- Body-colored power side mirrors, including Expanded View Driver's Mirror
- Body-colored rear roofline spoiler
- LED brake lights
- Air conditioning with air-filtration system
- *Bluetooth*®⁷ HandsFreeLink®
- Cruise control
- Illuminated steering wheel-mounted controls
- Tilt and telescopic steering column

- Center console with armrest and storage compartment
- Map lights
- 12-volt power outlets (front/center console)
- 60/40 split 2nd-row Magic Seat®
- 160-watt AM/FM/CD audio system with 4 speakers
- 5-inch color LCD screen
- *Bluetooth*⁷ streaming audio
- USB Audio Interface² (front)
- MP3/auxiliary input jack
- MP3/Windows Media® Audio (WMA)¹⁵ playback capability
- Exterior temperature indicator



-  Alabaster Silver Metallic
-  Aegean Blue Metallic
-  Crystal Black Pearl
-  Milano Red
-  Modern Steel Metallic
-  Mystic Yellow Pearl
-  White Orchid Pearl



Black Fabric



15-inch wheels with stylish covers

Mystic Yellow Pearl available summer 2014.

EX SPECIFICATIONS

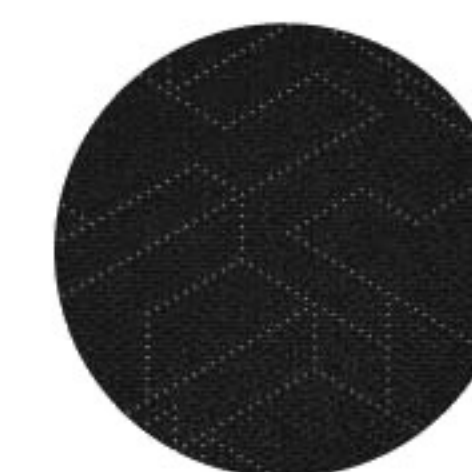
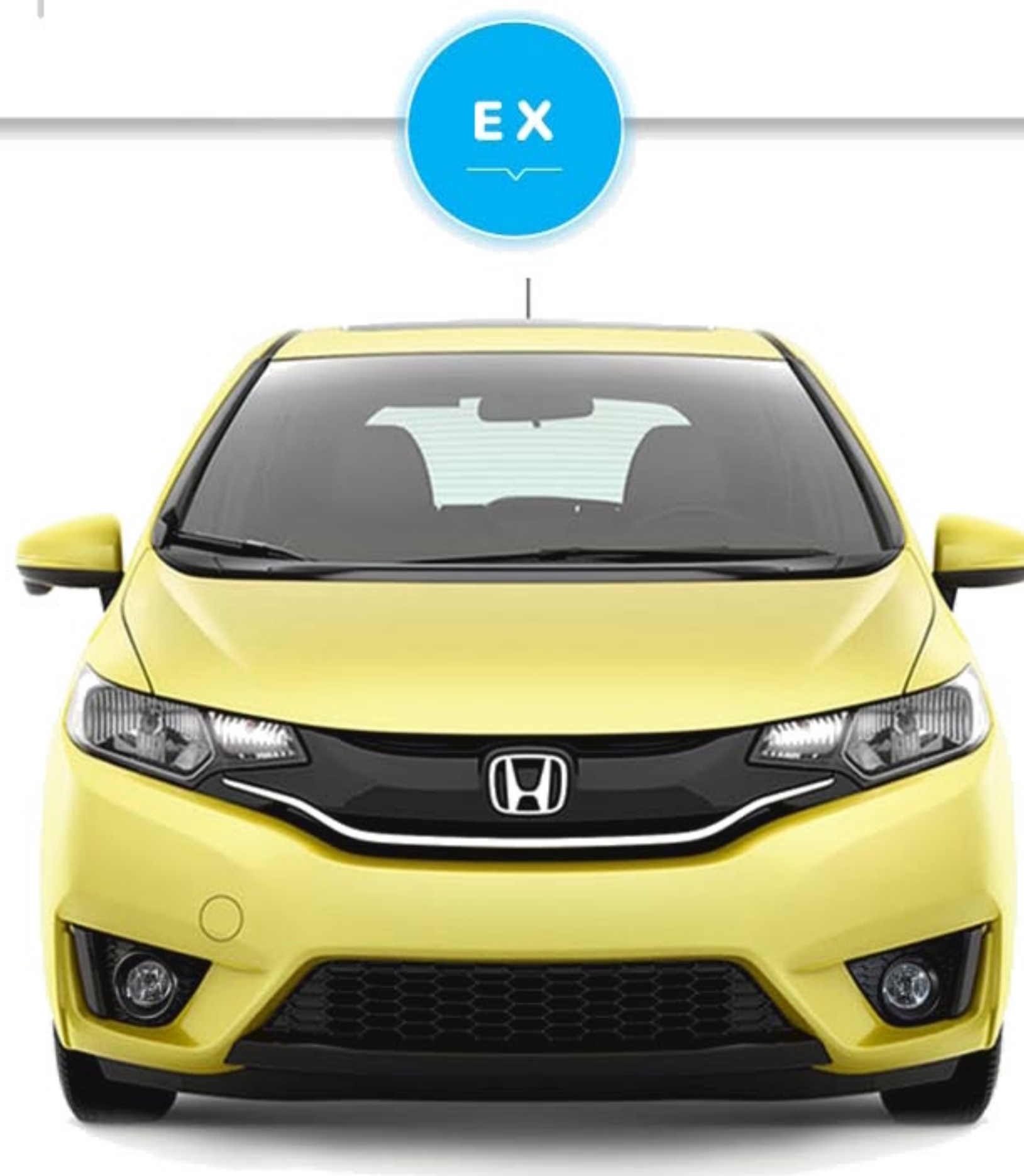
- 130-hp,¹³ 1.5-liter direct-injection i-VTEC® 4-cylinder engine
- 6-speed manual or continuously variable transmission (CVT) **with dual-mode paddle shifters (available)**
- LEV3-ULEV125 CARB emissions rating¹⁴
- EPA mileage ratings⁹ (city/highway/combined): 6MT: 29/37/32 mpg; CVT: 32/38/35 mpg
- Eco coaching
- ECON button (CVT models)
- **16-inch alloy wheels**
- Six airbags
- Next-generation Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA®) with traction control
- ABS with Electronic Brake Distribution (EBD)
- Multi-angle rearview camera¹⁰ with **dynamic** guidelines
- Tire Pressure Monitoring System (TPMS)¹²
- Daytime Running Lights (DRL)

- **One-touch power moonroof with tilt feature**
- Security system with remote entry
- **Smart Entry system**
- Multi-reflector halogen headlights with auto-on/off
- **Fog lights**
- One-touch turn indicators
- Body-colored power side mirrors, including Expanded View Driver's Mirror
- Body-colored rear roofline spoiler
- LED brake lights
- Air conditioning with air-filtration system
- **Honda LaneWatch™¹¹**
- *Bluetooth*^{®7} HandsFreeLink[®]
- **SMS text message function⁵**
- **Push button start**
- Power windows and door locks
- Cruise control

- Illuminated steering wheel-mounted controls
- Tilt and telescopic steering column
- Center console with armrest and storage compartment
- Map lights
- 12-volt power outlets (front/center console)
- 60/40 split 2nd-row Magic Seat[®]
- **180-watt AM/FM/CD audio system with 6 speakers**
- **7-inch Display Audio with high-resolution WVGA (800x480) electrostatic touch-screen and customizable feature settings**
- **HondaLink™³ Next Generation**
- **Pandora^{®6} compatibility**
- *Bluetooth*⁷ streaming audio
- **Display Audio Interface¹⁶**
- USB Audio Interface² (**front and center console**)
- MP3/Windows Media[®] Audio (WMA)¹⁵ playback capability
- Exterior temperature indicator



Mystic Yellow Pearl available summer 2014.



Black Fabric



16-inch alloy wheels

EX-L SPECIFICATIONS

- 130-hp,¹³ 1.5-liter direct-injection i-VTEC[®] 4-cylinder engine
- **Standard** continuously variable transmission (CVT) with dual-mode paddle shifters
- LEV3-ULEV125 CARB emissions rating¹⁴
- EPA mileage ratings⁹ (city/highway/combined): 6MT: 29/37/32 mpg; CVT: 32/38/35 mpg
- Eco coaching
- ECON button
- 16-inch alloy wheels
- Six airbags
- Next-generation Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA[®]) with traction control
- ABS with Electronic Brake Distribution (EBD)
- Multi-angle rearview camera¹⁰ with dynamic guidelines
- Tire Pressure Monitoring System (TPMS)¹²
- Daytime Running Lights (DRL)
- One-touch power moonroof with tilt feature
- Security system with remote entry
- Smart Entry system
- Multi-reflector halogen headlights with auto-on/off

- Fog lights
- One-touch turn indicators
- **Heated**, body-colored power side mirrors, including Expanded View Driver's Mirror **and integrated turn indicators**
- Body-colored rear roofline spoiler
- LED brake lights
- Air conditioning with air-filtration system
- Honda LaneWatch™¹¹
- *Bluetooth*^{®7} HandsFreeLink[®]
- SMS text message function⁵
- Push button start
- Cruise control
- **Leather-wrapped steering wheel and shift knob**
- Illuminated steering wheel-mounted controls
- Tilt and telescopic steering column
- Center console with armrest and storage compartment
- Map lights
- 12-volt power outlets (front/center console)
- **Leather-trimmed seats**

- **Heated front seats**
- 60/40 split 2nd-row Magic Seat[®]
- 180-watt AM/FM/CD audio system with 6 speakers
- 7-inch Display Audio with high-resolution WVGA (800x480) electrostatic touch-screen and customizable feature settings
- HondaLink™³ Next Generation
- Pandora^{®6} compatibility
- *Bluetooth*⁷ streaming audio
- Display Audio Interface¹⁶
- USB Audio Interface² (front and center console)
- MP3/Windows Media[®] Audio (WMA)¹⁵ playback capability
- Exterior temperature indicator

EX-L WITH NAVIGATION

(adds to or replaces EX-L features)

- 7-inch Display Audio **with Honda Satellite-Linked Navigation System™⁸ and voice recognition, Honda HD Digital Traffic**, high-resolution WVGA (800x480) electrostatic touch-screen and customizable feature settings
- **HD Radio™¹⁷**
- **SiriusXM[®] Radio¹⁸**



-  Alabaster Silver Metallic
-  Aegean Blue Metallic
-  Crystal Black Pearl
-  Milano Red
-  Modern Steel Metallic
-  Mystic Yellow Pearl
-  Passion Berry Pearl
-  White Orchid Pearl



Black Leather

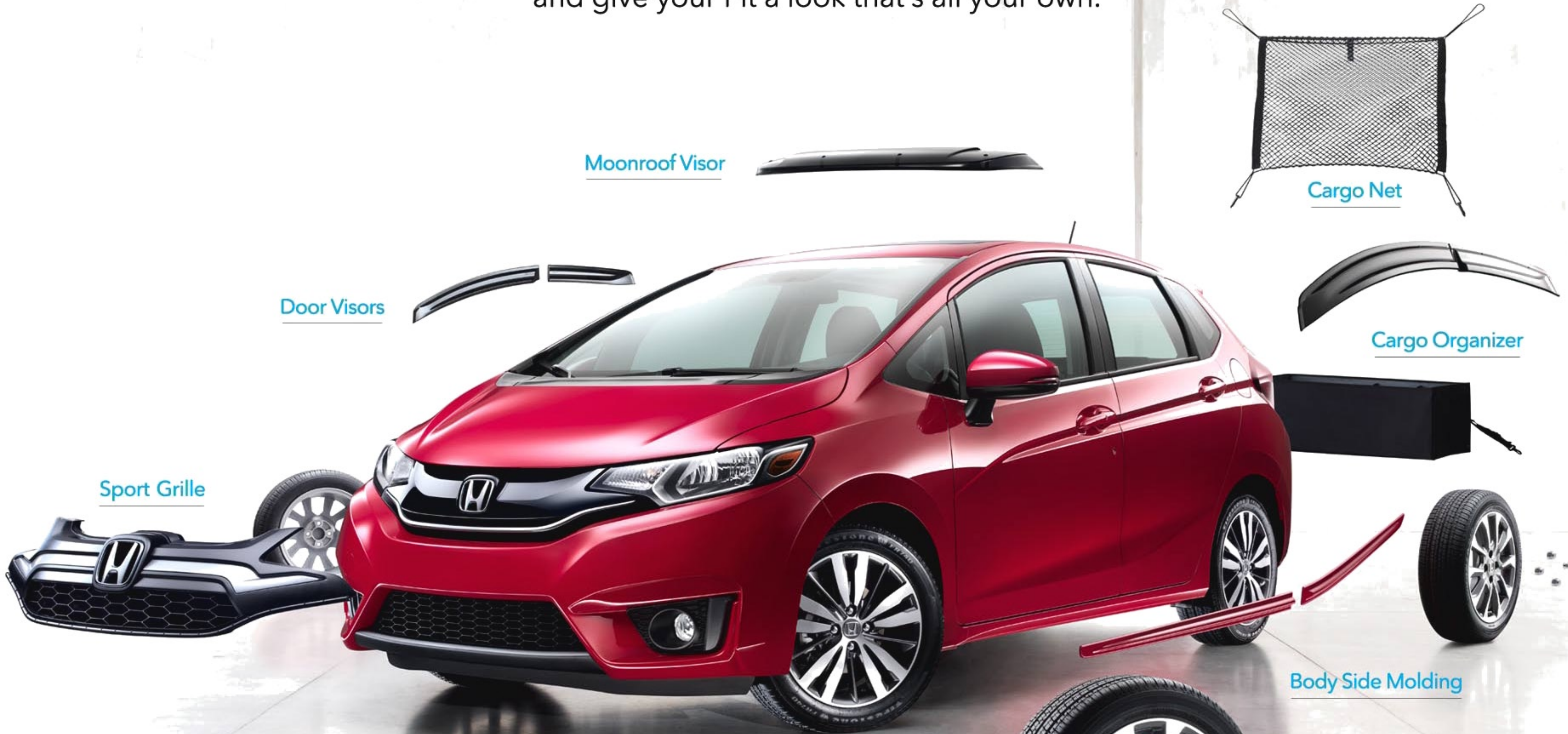


16-inch alloy wheels

Mystic Yellow Pearl available summer 2014.

Customize and accessorize.

Choose from a number of unique Honda Genuine Accessories, and give your Fit a look that's all your own.



Sport Grille

Door Visors

Moonroof Visor

Cargo Net

Cargo Organizer

Body Side Molding

16-Inch Machine-Finished Alloy Wheels

Wheel Locks

Additional Accessories

- Car Cover
- Door Edge Guards
- Nose Mask
- Rear Bumper Applique
- Splash Guards Set
- Rear Seat Cover
- All-Season Floor Mats
- Interior Illumination
- Illuminated Side Sill
- Carpet Floor Mats
- Cargo Tiedown Hooks
- Remote Engine Start System
- Cargo Liner
- Cargo Tray
- Cargo Cover
- First-Aid Kit
- Door Edge Film



Join the millions of other Honda fans and connect with us socially.¹⁹



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[®] is an affordable, comprehensive vehicle and travel protection plan backed by Honda reliability, service and parts. Please see your Honda dealer for details.

Honda Roadside Assistance

24-hour emergency road service is available to you in the United States, Puerto Rico and Canada throughout your 3-year/36,000-mile limited warranty term, starting with 2015 vehicles. Services include jump starting, flat tire and lockout assistance, towing, and more (limitations apply). Call 1-866-864-5211.



Powerful. Agile. Versatile enough to handle almost any condition. It's no wonder Honda is the official vehicle of the NHL.^{®20}

All 2015 Honda vehicles – and any Honda Genuine Accessories installed at the time of vehicle purchase – are covered by a 3-year/36,000-mile limited warranty.²¹ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty, too.²¹ For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.

¹ Carrying too much cargo or improperly storing it can affect the handling, stability and operation of this vehicle. Follow applicable load limits and loading guidelines. ² The 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. ³ HondaLink™ access within the Display Audio Interface is currently only compatible with iPhone® 5 and newer models. ⁴ HondaLink™ access within the Display Audio Interface is currently only compatible with iPhone® 5 and newer models. Aha is a trademark of HARMAN International Industries, Inc. Your wireless carrier's rates may apply. ⁵ Compatible with select phones with *Bluetooth*®. Your wireless carrier's rate plans apply. State or local laws may limit use of texting feature. Only use texting feature when conditions allow you to do so safely. ⁶ Pandora, the Pandora logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. Compatible with select smartphones. See: www.pandora.com/everywhere/mobile. Not all devices compatible with USB connection. Your wireless carrier's rate plans apply. ⁷ The *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. ⁸ The Honda Satellite-Linked Navigation System™ is available on the EX-L model in the United States, Canada and Puerto Rico. (Honda HD Digital Traffic service only available in the United States, except Alaska.) Please see your Honda dealer for details. ⁹ 29 city/37 highway/32 combined mpg rating for 6MT models. 33 city/41 highway/36 combined mpg rating for CVT model without paddle shifters. 32 city/38 highway/35 combined mpg rating for CVT models with paddle shifters. Based on 2015 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle. ¹⁰ Always visually confirm that it is safe to drive before backing up; the rearview camera display does not provide complete information about all conditions and objects at the rear of your vehicle. ¹¹ Display accuracy will vary based on weather, size of object and speed, and the display may not show all relevant traffic. The display is not a substitute for your own direct visual assessment of traffic conditions before changing lanes. ¹² For 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. ¹³ 130 hp @ 6500 rpm (SAE net). ¹⁴ LEV3-ULEV125 (Ultra-Low-Emission Vehicle) model as certified by the California Air Resources Board (CARB). ¹⁵ Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ¹⁶ The Display Audio Interface is used for direct connection to and streaming from some current smartphones. Some smartphones may not work. Please see your Honda dealer for details. ¹⁷ HD Radio™ is a proprietary trademark of iBiquity Digital Corporation. ¹⁸ SiriusXM services require a subscription after any trial period. If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. See our Customer Agreement for complete terms at www.siriusxm.com. Fees and programming subject to change. XM satellite service is available only to those at least 18 years and older in the 48 contiguous United States and D.C. ©2014 Sirius XM Radio Inc. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ¹⁹ The Twitter mark is a trademark of Twitter, Inc. ²⁰ NHL and the NHL Shield are registered trademarks of the National Hockey League. ©NHL 2014. All Rights Reserved. ²¹ **3-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. Apple, the Apple logo and iPhone are registered trademarks of Apple Inc., registered in the U.S. and other countries. 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. 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. 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