

●●● Honda Civic Type R



**CIVIC
TYPE R**

HONDA
The Power of Dreams

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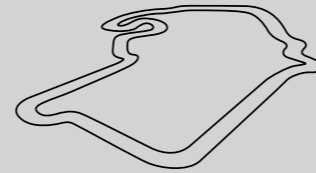
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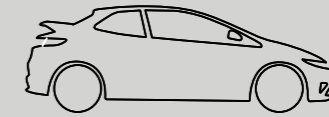


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The dream:  to create the ultimate



race-inspired driving experience.



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The perfect mix.

The iconic red 'H' badge that sits proudly on the new Civic Type R is a symbol of Honda's race-bred engineering. It's also a sure sign that you're in for something extra special.

Created to perfectly capture the sensation of being behind the wheel of a finely-tuned race car, the Civic Type R is armed with a raucous, rev-happy engine that delivers heart-racing performance.

But the Type R is about much more than raw power. It also offers exquisite control, ultra-stable cornering and sharper, more responsive steering. Where it really differs from track cars, though, is in its interior appointments.

You won't find any bare-bones minimalism here. Instead the Type R's superb levels of comfort make the driver feel at one with both the car and road.

And when feel-good features meet race-inspired thrills, you get the ultimate ride.





A badge of honour.



A fierce yet refined engine is the heart, soul and voice of every Type R.



It's playtime.

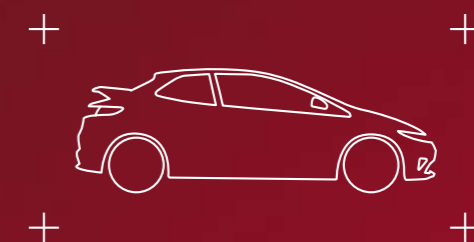
Free revving and wickedly precise, the race-bred, hot-blooded Civic Type R truly is a driver's dream. Press the start button and its high-revving 2.0 litre DOHC i-VTEC engine rumbles with a provocative purr; its power and heritage fully apparent as it delivers a smooth 148kW at 7800 rpm.

It's all thanks to Honda's innovative i-VTEC technology. At cruising speed, the engine draws enough fuel and

air to maintain power. But hit the gas, and the lightweight intake valves open wider for longer, drawing in more of the fuel/air mixture to give an instant surge of power and that legendary Type R acceleration. This exhilarating switch from high torque cruiser to high-revving race engine is controlled electronically, responding instantly to changes in engine speed and load.

But it's our obsession with extracting the maximum performance from every component that makes the Type R truly unique. Low friction, high compression pistons, a large diameter exhaust system, lightweight con-rods and a fully balanced crankshaft, make this one of the most potent, naturally-aspirated engines ever built. And it's all mated to a close-ratio, 6-speed manual gearbox and high-performance clutch, which allows for some super-short, very silky gearshifts.





Let the fun begin.

Very few things can compare to the raw, unbridled pleasure of commanding a vehicle like the Civic Type R. The sensation. The sound. The rush of blood. It's all part of the drive.

The Civic Type R's rigid body structure and specially tuned sport suspension make for incredibly responsive chassis dynamics. And with a MacPherson strut at the front and torsion beam configuration at the back, it enjoys the optimum balance between weight and performance for razor-sharp steering, stability and rigidity during cornering.

This responsiveness is further enhanced by the Type R's advanced Limited Slip Differential (LSD) technology. LSD increases power to the tyre with the most grip, limiting slip in the spinning wheel. So you get the kind of traction and handling you'd normally find on a racetrack.

But, as every good driver knows, speed and power are nothing without uncompromised control. That's why Honda engineers have developed a comprehensive brake set-up that includes large 300mm ventilated discs at the front and 260mm solid discs at the rear. Combine this with Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Anti-lock Braking System (ABS), and the Type R stops in an instant whether conditions are wet or dry.



Stunning from any angle.

Step up to the Civic Type R and you'll see that this is a car that doesn't hide its intentions for even a nanosecond. A distinct honeycomb mesh grille and wraparound headlights smile menacingly. Below, triangular fog lights introduce a geometric theme that's repeated again and again.

Trace your eye along its aggressive lines and you'll immediately notice the Type R was born to perform. Sculpted side skirts and flared wheel arches housing 18-inch, seven-spoke, alloy wheels demand your full

attention. But glance over the door handles and fuel cap and you'll notice touches of cool metal enhance its race inspired design.

From the rear, it's the same race-bred story. A slick rear spoiler sits above a distinctive Type R badge. Drifting downwards, you'll see the triangular theme revisited in the unique chrome exhaust tailpipes.

No matter how you choose to look at it, the Civic Type R is every inch the hot sports hatch.



With its aggressive lines and wildly unique design, the Type R can't help but stand out.





In the hot seat.

Sink into the finely stitched Alcantara® bucket seats and take hold of the black leather-wrapped steering wheel with red stitching and you could be forgiven for thinking you've just been dropped into the cockpit of a stealth fighter plane. Steering wheel mounted audio controls, cruise control and multi-information display buttons put split-second decision making at your fingertips. There's also an ingenious multiplex meter which sits within your line of sight so you can check your speed while keeping your eyes locked firmly on the road ahead.

Red door trims and stitching add to the sporty look. But the attention to detail doesn't stop there. The Type R is also fitted with drilled aluminium sports pedals, accent lighting and its own unique serial number positioned just above the gearshift.

But just because the Civic Type R was born to be driven, doesn't mean it lacks interior space and comfort. Its compact sleek body hides a cockpit full of clever storage places including 6 cup/bottle holders, a climate controlled glovebox and 60:40 split rear seats that fold down to create even more boot space. And thanks to its lightweight anti-noise body structure, you'll be sure to enjoy its 6 speaker audio system with MP3 compatibility and USB connectivity. So once you've plugged in your iPod® you can pick a tune straight from the steering wheel mounted audio controls. Now, you're ready for business.

Firmware updates required for iPod models older than 5th Generation to achieve compatibility with steering wheel mounted audio controls.

* Alcantara is a registered trademark of Alcantara S.p.A, Italy.



1. Alcantara® bucket seats. You'll feel at one with the car and the road just sitting in the finely stitched Alcantara® bucket seats.

2. Versatile rear seats. In one simple action, collapse either section of the 60:40 split rear seats to instantly create more space.

3. Engine start button. Push the button, listen to the engine purr, and get ready for the ride of your life.

4. Serial number. Nothing says 'exclusive' like a unique plaque, engraved with the vehicle's global serial number, positioned just above the gear stick.

5. Aluminium sports pedals. Drilled aluminium sports pedals and foot rest add to the Type R's race-ready feel.

Step inside the Type R cockpit and experience its true racing spirit.



Every corner covered.

The most important features are the ones we hope you'll never need to use. But just knowing you have them makes a world of difference. That's why we've equipped the Civic Type R with Vehicle Stability Assist (VSA) with Traction Control (TCS). VSA keeps the vehicle on track while cornering, accelerating or during sudden manoeuvres by applying the brakes to the appropriate wheel when necessary.

If an accident ever becomes unavoidable, Honda's advanced G-force Control (G-Con) technology featuring Advanced Compatibility Engineering (ACE) provides outstanding structural safety. G-Con technology creates a protective cage around you and your passengers to absorb and disperse crash energy throughout the engine compartment. During a front-on collision, ACE utilises

a front-end frame structure to spread the impact through multiple pathways across the body frame, keeping the passenger compartment more secure.

Safety is further enhanced with Electronic Brake-force Distribution (EBD) which works in conjunction with the Anti-lock Braking System (ABS) to improve braking stability, performance and prevent rear-end steering. There's also

the added security of dual front, side and full-length curtain airbags. And just to prove that we've made the Civic Type R safer from every possible angle, we've included rear parking sensors and a new Deflation Warning System that indicates a drop in tyre pressure. It's advanced safety features like these that give you the freedom to enjoy every moment in the Civic Type R.

So much **more.**

As a Civic Type R owner (just thinking about it is enough to get your heart racing) you'll have access to personalised online services through our exclusive HondaONE website. This secure site offers you an up-to-date service history, personalised service reminders and vehicle maintenance tips. You'll also receive an exclusive 5-year subscription to *Honda. The Magazine*, to keep you up-to-date with all the latest news from Honda.

The people at every Honda dealership who look after you and your new Civic Type R are also constantly updating their knowledge, to build on the factory training they all receive. No one can service and tune your Civic Type R as well. They also stock a comprehensive inventory of Genuine Honda Parts and Accessories. For a full list of accessories, be sure to pick up a flyer from your Honda Dealer.

Of course, regular maintenance of your new Civic Type R is recommended to help maintain its value and ensure you enjoy many years of white-knuckled driving pleasure. Our faith in the Civic Type R's durability, quality and reliability is reflected in the 3 year/100,000km warranty* and 6 year rust perforation warranty we proudly offer with every Honda. It's our way of making sure you are as happy with your Civic Type R in years to come as you were on the day you drove it out of the showroom.

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Dreams do come true.



What if a plane had its engines mounted on top of the wing?

Well, it would be original and it would be called the HondaJet. Secondly, the engines would have to be in a special position on the wing we call 'The Sweet Spot'. That would then result in less drag at high speeds, 30% better fuel economy and because there is no need for structural engine mounts on the fuselage, 30% more cabin space.



What if our technology was more ... alive?

ASIMO, the World's Most Advanced Humanoid Robot, was born from a dream to create a robot that could benefit people in everyday life. His name stands for Advanced Step in Innovative MObility, a title he's definitely worthy of. Currently ASIMO's capabilities include: running at 6 km/h, walking on uneven surfaces, turning smoothly, climbing stairs, pushing a cart, receiving and delivering trays and he can even dance if the occasion calls for it. Our dream is that one day, everyone will have an ASIMO of their own to help around the home or office.



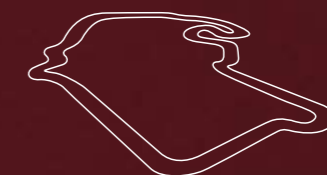
What if we had our own solar cell production company?

In recent times Honda has branched out into mass solar cell production. Honda's unique C.I.G.S solar cell produces the highest level of conversion efficiency in the thin film category and only requires half the energy to manufacture, so it's environmentally friendly throughout its entire life. Why does a vehicle company produce solar cells? Purely so we know that we are doing everything possible to help prevent global warming.



What if there was a car that only emitted water?

Obviously the world would be a better place and the good news is, such a car already exists: The FCX Clarity. It works by converting hydrogen into electricity, which leaves you with only one emission, H₂O. And in 2008, this totally new fuel-cell vehicle went into production.



What if we tested our new technologies in the most extreme conditions possible?

At Honda we have always believed that racing is fundamental to our development. It's the ultimate testing ground and regardless of whether we win or lose, the same question is always asked – how can we improve performance? And you can be sure that for every improvement made on the track, there is an equal improvement made to every Honda vehicle that hits the road.

