



ANOTHER NEWS-PACKED ISSUE

The year has only just begun, but already, Dreams is bursting at the seams with articles on newsworthy occurrences, new models on two wheels and on four, and the first snippets from an awakening motorsport arena.

Our lead story this month is the debut of the striking and technologically advanced Honda CR-Z sports car. Shown as a concept car at the Tokyo Motor show only a scant few months ago, the production version stole the limelight at the recent North American International Motor Show in Detroit, and looks set to do the same when it makes its first European appearance at the Geneva Motor Show in March.

The CR-Z links sports car dynamics to an eco-friendly hybrid drivetrain, and is set to change the way we approach both motoring genres.

Also on this issue a first glance at an exciting Small Car Concept revealed by Honda's Indian subsidiary in New Delhi. The compact commuter is aimed specifically at emerging markets, and is set to expand Honda's global footprint even further.

For motorcycle fans, the big news in this issue of Dreams is the release of the all-new VFR1200 – a versatile sports machine that is as happy eating up the kilometres on a long-distance trip as it is winding its way through a mountain pass.

And our news pages, you'll find the first images of an exciting new racing car developed by Honda for the ultra-competitive All-Japan GT Touring Car Championship. The HSV-010 takes over from the legendary NSX, and already looks the winning part.

Indeed, it's another full-house issue of Dreams. We hope you enjoy it!

2 HONDANEWS

We announce the winners of our recent Honda Watch competition. Plus lots of news: CR-V tops in reliability, a new Honda V8 GT racing car – and more.

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Honda's CR-Z hybrid sports car steals the show. And we reveal a new Small Car Concept due in selected markets by 2011.

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The VFR1200 is a versatile and attractive powerhouse that links consummate touring capability to sporty and involving road manners.

MESSAGE FROM
MR YOSHIAKI NAKAMURA
PRESIDENT – HONDA SOUTH AFRICA



Innovation in the spotlight

The triumphant debut of the Honda CR-Z hybrid sports car has created a lot of interest around the world, and highlights Honda's global commitment to innovation and environmental responsibility.

The CR-Z breaks new ground on many levels. It is the world's first hybrid car to be equipped with a conventional six-speed manual gearbox, ensuring a high level of sporty dynamics and driver involvement.

The combination of a high-tech 1,5-litre petrol engine and an electric drivetrain provides a highly tractable, torque-focussed delivery that ensures instant throttle response and linear acceleration – perfect for a driver-focussed sports car.

At the same time, the IMA parallel hybrid drivetrain delivers exceptional operating economy, with impressively low levels of CO2 exhaust emissions and frugal fuel consumption.

Of course, the CR-Z also recognises Honda's sports car design traditions while expressing a thoroughly modern and dynamic styling approach. The result is one of the most exciting Honda production cars in years.

The CR-Z is a ground-breaking car for Honda, and one that sets many new benchmarks. As such, it is a car Honda South Africa will be proud to launch locally later this year.

However, there's more exciting news as far as new model launches are concerned. The CR-Z will not be the only hybrid-powered Honda to reach our shores in 2010. We are also introducing the Honda Insight – a hybrid family car that shares many of the CR-Z's advanced traits, but in spacious, family-friendly package.

While these two newcomers will add further lustre to the Honda passenger car range in SA, the existing models remain highly competitive in their respective segments. And there is much to celebrate on the two-wheeled front, too, with the launch of the VFR1200 only the start of an exciting Honda motorcycling year.

Expect innovation to be the central theme of 2010, therefore!

SUBSCRIBE NOW!



'Honda South Africa is committed to developing and implementing environmentally sound practices and products, and enhancing its environmental conservation activities throughout its scope of business. Ultimately, the greatest payoff will come in the form of new and innovative products to our customers.'

NEWS IN BRIEF

HONDA SPONSORS CLIMATE CONFERENCE

Honda was one of only four car sponsors of the COP15 Climate Conference, which took place in Copenhagen late last year. Honda had to meet a series of strict environmental requirements set by the Danish Foreign Ministry to qualify for the sponsorship, which saw the company supply the summit with a fleet of environmentally friendly new Honda Insight hybrid cars. The vehicles were used to transport delegates, VIPS and journalists to key venues around the conference.

HONDA OPENS NEW SOLAR HYDROGEN STATION

Honda has begun operation of a next generation solar hydrogen station prototype at its US R&D centre in Los Angeles. The prototype is intended for ultimate use as a home refuelling appliance capable of refilling fuel cell electric vehicles overnight. It can produce 0,5 kg of hydrogen daily, and is compact enough to be installed in a normal garage. The Solar Hydrogen Station would replenish the hydrogen for a typical daily driving, meeting the commuting requirements of many drivers. It was designed with Honda's FCX Clarity fuel-cell vehicle in mind.

DONATIONS

COURT ORDER BENEFITS LOCAL CHARITIES

Charity organisations will be the major beneficiaries of an out-of-court settlement reached between the Power Products Division of Honda South Africa, its parent company Honda Motor Corporation and Hoffmann International.

In terms of the settlement, Hoffmann International agreed to purchase generators to the value of R400 000 from Honda SA, which will be jointly donated to various mutually agreed upon charities. Some of the charities that will benefit are emergency services, rural schools, clinics and Hospice.

SURVEYS

Honda CR-V shines in reliability study



Leading British consumer warranty supplier Warranty Direct has identified the Honda CR-V as the UK market's most reliable sports utility vehicle (SUV).

The company used its unique reliability index survey to identify the most – and the least – reliable SUVs and all-wheel drive cars on the market. The analysis was based on Warranty Direct's database of approximately 150 000 units, all aged between three and eight years.

The index takes a number of key factors into account, including how often vehicles break down, the average repair cost, and the time spent in the workshop. These factors are used to calculate an overall reliability score. The lower the score, the more reliable the vehicle.

Honda's CR-V came out tops with a reliability score of 23,10, while Suzuki's Grand Vitara was placed second, with a score of 33,01.

The remainder of the top five places were occupied by Toyota's RAV4, the Mitsubishi Shogun, and Kia's Sorento.

The CR-V was also the second most affordable vehicle to repair, with only the Suzuki Grand Vitara reflecting a lower average repair cost.

According to Warranty Direct, Japanese vehicles continued to hold sway overall, while European marques dominated the bottom 10 of the index.

The full release can be accessed at:

<http://www.warrantydirect.co.uk/press.html>. Also see the attached table.

Honda's CR-V continues to enjoy an admirable reputation for quality and reliability in South Africa, where it is a leading player in the compact SUV sector.

In the most recent JD Power customer satisfaction index (CSI) awards, released in 2009, the CR-V topped the compact SUV category. Honda finished second overall in the CSI ratings.

TOP 10 4x4/SUVS

	MANUFACTURER	MODEL	AVERAGE REPAIR COST	RELIABILITY INDEX RATING
1	Honda	CR-V (01-06)	£239.63	23.10
2	Suzuki	Grand Vitara (98-05)	£219.43	33.01
3	Toyota	RAV4 (00-06)	£330.58	42.69
4	Mitsubishi	Shogun (00-07)	£595.58	47.53
5	Kia	Sorento (03-)	£332.34	59.36
6	Nissan	Terrano II (93-06)	£277.25	62.81
7	Land Rover	Freelander (03-06)	£370.23	66.11
8	Lexus	RX300 (03-09)	£571.60	68.69
9	Nissan	X-Trail (01-)	£433.18	73.69
10	Toyota	Landcruiser (03-)	£525.01	82.78

SURVEYS

Honda Jazz tops in UK value retention

The Honda Jazz has emerged as Britain's best car for retaining value, according to a UK survey published recently.

The annual Parker's depreciation report, which surveyed almost 300 model ranges, identified the latest-generation Jazz, which went on sale in Britain in 2008, as the best performer in value retention terms among the cars surveyed.

The average retention value across four Jazz 1.2 and 1.4 derivatives came to 43,25 percent. Fiat's 500

compact hatch finished second, with the Seat Ibiza in third place.

"The latest version of the Honda Jazz picks up where the previous model left off as a very desirable used car," said Kieren Puffett, editor of Parker's.

"A combination of incredible flexibility for a vehicle of its size, the interior space of a much larger car and low running costs make it just as appealing to used car buyers as it does to those choosing new. It proved to be the safest investment on four wheels during 2009."

Although the survey indicated that small cars are better at retaining value than larger, more expensive models, the latest Honda CR-V also

RECALL

Jazz power switches recalled

Honda South Africa has announced a safety recall of the previous-generation Jazz to inspect and modify driver door power-window switches that may, in some cases, short circuit as a result of water intrusion into the housing.

Following the tragic fire in September 2009, Honda Motor Co. launched an extensive investigation to determine the cause of the incident. Whilst the cause of the fire remains indeterminable, the investigation showed that water intrusion into the power window switch housing may, in some instances cause a short circuit, which in exceptional circumstances may lead to potential damage.

As a precautionary measure, Honda has decided to implement a safety recall of all 2002-2008 year model Jazz units in SA. Owners of 2002-2008 year model Jazz will be notified directly of this recall. Honda dealers will inspect the driver door power window switch and if water intrusion is observed, the switch will be replaced.

In all cases, a countermeasure to prevent any water intrusion will be fitted. Customers may contact Honda SA on 0800 HONDA1 or email care@honda.co.za



performed well, showing a sector-leading residual value of 39,1 percent.

The Parker's survey uses the value of cars, as if they were being sold privately, in good condition with 10 000 miles (16 000 km) on the clock, and compares this to their cost as new, 12 months earlier.

The Parker's Used Car Price Guide is considered Britain's most authoritative source of used car price and value information.



MOTORSPORT

Honda HSV-010 GT500 hits the track

Honda has unveiled a spectacular new racing car which will compete in the All Japan GT Touring Car Championship.

The new Honda HSV-010 GT500 underwent its first shake-down track sessions at the Suzuka Grand Prix track in December.

As was the case with the Honda NSX-based programme, the Dome Racing team has been Honda R&D's main technical development partner on the project, with Dome engineers running the car at the first test. Dome will also campaign at least one car in the 2009 Super GT championship.

According to preliminary specifications the HSV-010 is powered by a Honda HR10EG normally-aspirated, fuel-injected 3,4-litre V8 producing more than 375 kW and a 392 Nm torque peak.

The power unit is similar to Honda's Formula Nippon single-seater engine, and drives the rear wheels via a sequential gearbox with shift paddles. The HSV-010 runs on 18-inch wheels fitted with slicks, and weighs around 1 100 kg.



In November last year, we asked Honda owners and Dreams readers to provide some constructive input about the monthly electronic magazine and its contents. On offer were three stylish, exclusive Honda watches.

The response was great, and after much deliberation, we've selected our three winners.

COMPETITION WINNERS

Here are our three lucky watch winners

IT security expert **Karl Rode** suggested that Dreams keeps Honda owners abreast of software updates and upgrades.

"Most cars today have large computer processing built in. From time to time, software upgrades are released to improve features or iron out software bugs. Informing us about the availability of software updates should become a standard feature of your newsletter."

Henk Fourie of Sunninghill made the following submission: "I own two Hondas, a 1990 Ballade 150 AT (330 000 km) and a 1994 Ballade 180E AT (450 000 km). Both cars were bought used with between 30 000 to 40 000 km on the odometers,

MOTORSPORT

Honda Xtreme Academy launched in SA



South Africa has become the latest country to confirm a Honda Xtreme Academy junior championship for 11-15-year-olds.

The Xtreme Academy, launched in Europe in December last year, is seen as a potential first step on the ladder to becoming part of Honda Racing's World Championship Xtreme programme in MX1, MX2, Enduro and even the Dakar Rally.

Honda SA's Xtreme Academy series will run in conjunction with the South African Pro Mini Motocross Championship.

The Xtreme Academy prize fund will offer the series winner vouchers worth R12 000 that can be exchanged for goods and services at a local Honda dealer. Second and third placed riders will receive vouchers worth R6 000 and R3 000 respectively.

Xtreme Academy competitors will also benefit directly from the involvement of Honda's series sponsors, to be announced soon, and gain exclusive access to experts such as John van den Berk, a double MX world champion who now runs a successful rider training business around Europe.

Van den Berk will be attending at least one Xtreme Academy event in each participating country, and will pass on advice regarding training, nutrition and riding techniques. Additionally each rider who registers for the series will be eligible for a 25 percent discount at the Dutch champ's training school.

Young riders between 11 and 15 years who compete in National motocross on a Honda CRF150R and wish to apply to compete in South Africa's Honda Xtreme Academy series should contact Honda SA racing manager Vaughan Swanepoel on 011 8479514 or email him at Vaughan.swanepoel@honda-eu.com.

Alternatively a register will be compiled at the first round to be held in Bloemfontein later this month.

are in daily service and are still in excellent running condition.

"I'm now a Honda enthusiast after the fantastic service I received from both these cars. They have actually contributed to my financial situation, due to the fact that I could postpone buying replacement cars. My next car will definitely be a Honda – an Accord if I can afford it.

"Taking the above into consideration, and the fact that I don't have a watch at the moment, I feel that I'm a worthy recipient and would love to have the Honda watch."

Finally, **Piet Viljoen** from Nelspruit sent us the following note:

"I am a 51-year-old paraplegic

and the proud owner of a 2004 Honda Civic 170i hatchback. The only drawback this vehicle has is the low ground clearance.

"I cannot understand why all the new cars are so low on the ground, especially in SA. Most South Africans regularly drive on non-tarred surfaces. I am certain that if an option is available with even slightly improved ground clearance like 190 or 200 mm, sales would greatly improve.

"My suggestion is to have an article on this and even better to implement the suggestion and make such an option available."

Congratulations to all three our winners – and thanks for the constructive input. Your watches will be on the way to you shortly.

HONDA CR-Z

Unique hybrid *sports car* DEBUTS

The all-new Honda CR-Z made its world debut at the North American International Auto Show in Detroit in January.



It is a unique new car, combining the advantages of a clean, efficient petrol electric hybrid powertrain with a six-speed manual transmission and a stylish 2+2 coupé body.

The exciting new coupé is set to change current perceptions of hybrids, with its driver-focused chassis and responsive engine assisted by Honda's IMA parallel hybrid system. The car makes its European debut at the Geneva International Motor Show in March.

The CR-Z's exterior styling is formed around a "one-motion wedge" concept with a low bonnet line and wide stance endowing the car with a confident, athletic look. Signature Honda design features include the split-level rear glass hatch and an aerodynamic, shallow raked roofline have been combined with a curvaceous and

deeply sculpted exterior form.

For the first time, a fuel-efficient, low-emission parallel hybrid system is combined with a precise and driver-focused six-speed manual gearbox.

The new CR-Z is able to link a conventional manual gearbox with a petrol-electric drivetrain due to the flexibility of Honda's IMA parallel hybrid system.

The manual transmission is complemented by a 1.5 litre four-cylinder engine, which is new to the European market and is a key component in the CR-Z's unique character. The free-revving nature of the engine is enhanced by the additional 78 Nm of torque provided by the 10 kW electric motor, which is mounted between the engine and transmission.

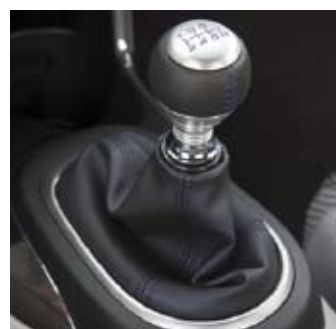
The 1.5-litre petrol engine, combined with the power and torque of the IMA parallel hybrid

system, produces an overall power output of 91 kW and 174 Nm of torque. The peak torque figure is identical to that of a 1.8-litre Honda Civic, but CO₂ emissions of just 117 g/km is 35 g/km lower.

The electric motor provides the CR-Z with an unusually flat torque curve. Maximum torque is available from just 1 500 r/min, which is unusually low for a naturally aspirated engine. Linked to a six-speed

manual transmission, the IMA-assisted engine provides great in-gear flexibility, excellent exhaust emissions and a sporty exhaust note.

To maximise driver choice and enhance the day to day drivability of the car, the CR-Z has been fitted with a Three-Mode Drive System. This unique feature allows the driver to choose between three driving modes, which alter the responses of the throttle, steering, idle



stop timing, climate control and the level of assistance provided by the IMA system.

In developing this Three-Mode Drive System, Honda allows drivers to choose between maximised driving enjoyment, operating economy or an ideal balance between the two. Honda's engineers wanted to offer customers more choices in how the CR-Z would respond, depending on their needs and desires at any given time.

Uniquely, the European version of the CR-Z has day-time running lights with eight LEDs accenting the lower line of the sweeping headlights. This is the first time DTRLs have been fitted to a production Honda, and combined with the European-spec front fog lights, provide a tailored look to the European CR-Z – which, incidentally, will be the version offered for sale in SA, too.

The shallow raked roofline and sharply truncated tail of the CR-Z is a feature shared with many Hondas past and present. This design allows the car to cut through the air with minimal disturbance, lowering fuel consumption and emissions.

The European-specification CR-Z has a 2+2 layout, enabling customers to accommodate smaller adults over short distances or children on longer journeys. The rear seats can be folded flat in a very simple one-touch motion to increase luggage capacity when it is needed.

The interior of the production car, with its 3D displays and

driver-focussed cabin, is a direct development of the cabin featured on the 2007 Tokyo Motor Show CR-Z Concept. The high-technology instrument binnacle places all of the commonly used controls close to the driver's hands, allowing full concentration on driving at all times.

The dashboard of the new coupé has a complex two-level construction, with a dark upper portion appearing to float above a light grey lower dash section, which continues into the centre of the inner door panels.

Driver enjoyment was a core part of the design brief and the CR-Z's chassis plays a key role in creating the character of the car. The platform shares some components with the Insight, but the wheelbase, track width and set-up are all bespoke for the new hybrid.

Signature Honda design features include the split-level rear glass hatch and an aerodynamic, shallow raked roofline have been combined with a curvaceous and deeply sculpted exterior form. Forged aluminium MacPherson struts have been used in the CR-Z to reduce weight and increase strength over the pressed steel items used in the Insight. Overall the CR-Z has a 115 mm shorter wheelbase and is 295 mm shorter in overall

length than the Insight, enhancing agility and reducing kerb weight by 44 kg compared to its five-door, five-seat, family car cousin. The CR-Z suspension features new, spring and damper settings and the tolerances are individual to the compact coupé.

The innovative Honda CR-Z sports car hybrid has been confirmed for the SA market, and should reach our shores before the end of the year.



HONDA SMALL CAR CONCEPT

LOOKING INTO the future



Honda Siel Cars India (HSCI), a leading manufacturer of premium cars in India, recently unveiled the Honda New Small Concept, a concept model for a new small-sized vehicle, at the Auto Expo 2010 in New Delhi. A new model based on this concept will go on sale in 2011.

For the Honda New Small Concept, a wide platform with a stable centre of gravity was adopted to create a highly efficient compact car with seating for five people. It features what HSCI calls an "Efficient Energetic Exterior" design approach, highlighted by forward-positioned front fenders to create a dynamic appearance.

Honda is planning to introduce a new model based on the Honda New Small Concept in 2011, in India and also in Thailand. It might also be considered for additional markets at a later stage.

Honda's aim with the newcomer is to provide an innovative sub-compact vehicle that exceeds the expectations of customers in emerging markets at an affordable price by leveraging Honda's global parts sourcing network.

There are no immediate plans to introduce the new compact in SA.





NEW HONDA VFR1200F

THE ULTIMATE ROAD-SPORTS MOTORCYCLE



Honda's new VFR1200F may have been developed in keeping with previous VFRs – motorcycles that traditionally deliver a combination of sports and touring capabilities using the latest technologies. However, this motorcycle is brand new: a clean-sheet interpretation of the ultimate road-sport machine.

At its core is a concept driven by extensive understanding of customer needs and the adoption of state-of-the-art technologies.

In pursuit of heightened levels of control and feedback, the VFR1200F adopts the latest race-track bred technologies, but adapted and evolved to create a machine that can be many things to many riders.

The harmonic growl of the flexible and responsive V4 motor may rekindle the emotions inspired by previous iconic VFRs. But its unique 'heartbeat' engine feel and an unrivalled level of manageability sets the new VFR apart – not only from its forebears, but also from every bike currently available.

The first V4 Concept model was unveiled to a stunned audience at the Internot show in October 2008. The radically styled show bike perfectly displayed the free thinking

that had absorbed the design team from day one of this revolutionary project.

Now, at last, the VFR1200F is ready for launch in South Africa. Whilst its V4 heritage may be patently obvious, the reality is that this machine far surpasses anything that has gone before.

To a large degree, pure function determined the VFR1200F's form. Mass centralisation, consummate rider control and aerodynamic efficiency provided the key underlying design criteria. The VFR1200F's form evolved from this starting point.

Thus, the patented layered fairing design of the VFR1200F is a perfect match of form and function. Designers and engineers worked together to create a uniquely beautiful shape while optimising air flow and heat management.

A strongly defined 'X' shape characterises the front of the machine. Concave surfaces direct the eye and air up towards the windscreen. The powerful single line-beam headlight is the same type as fitted to the CBR1000RR Fireblade.

Close attention to detail and quality is evident everywhere, and every design element has been fine-tuned in tandem with engineering requirements.

The new V4 engine's performance is delivered where it is at its most useful and most enjoyable. Its linear torque curve is focused in the low and mid range, making

it possible for the rider to simply roll on and off the throttle while powering through bends.

The new V4 typically produces more than 90 percent of its maximum torque (129 Nm at 8 750 r/min) at 4 000 r/min. A compact new transmission layout contributes to high-speed stability, better cornering and improved traction capability.

A throttle-by-wire system improves the rider's connectivity with the VFR1200F, while a slipper clutch, prevents the rear wheel from inadvertently locking up, allowing the rider to stay firmly in control.

The VFR1200F frame, suspension and drive components are brought together in a unique configuration that facilitates both sports bike power and smooth stability.

Its strong aluminium twin-spar diamond configuration frame is both lightweight and rigid. The swing arm and driveshaft length are optimised without extending the overall length of the motorcycle. The long swing arm contributes to balanced, confident manoeuvring and exceptional high-speed stability.

Powerful new six-piston callipers for the front and two-piston callipers for the rear act on large discs (320 mm at the front and 276 mm at the rear).

The new Honda VFR1200F has a recommended retail price of R159 999 and is available from all authorised Honda motorcycle dealers countrywide.

