



# BRISTOL HONDA

TRUST / VALUE / AWARD WINNING

**HONDA**  
The Power of Dreams

The New Civic

If we never venture into the unknown,  
how do we get anywhere new?

**Bristol Honda Corporate  
Sales Department**

**No.1** for Local  
Fleets

**HONDA**  
The Power of Dreams



# WIDE & LOW STANCE



## What's New ?



The new Honda Civic features a distinctive new dynamic, flowing exterior design which is complemented by a high quality interior finish.

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# PREMIUM & SPORTY

Rather than relying on sheer strength and engine power to convey a sporty image, a 'blended body' with reduced resistance would demonstrate a smarter image for the new Civic.



An example of this new image is the new rear combination light that works as an aerodynamic spoiler, managing air flow over the top and sides of the car.

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# AERO DYNAMIC



Extensive wind tunnel testing by Honda engineers with Formula 1 experience results in an exceptionally slippery profile. The bold rear wing plays a crucial part in improving aerodynamic efficiency and handling. It looks stunning too.

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# I EXTERIOR DETAIL





CLASS-LEADING SPACE,  
VERSATILITY & PRACTICALITY  
WITH UNIQUE MAGIC SEATS



## INTERIOR INTELLIGENCE

- Driver-focused ergonomics
- Development of dual-zone driver information
- Central console wraps around driver
- High quality materials, build quality and finish



The new interior is focused around the driver and creates a sporty ambience.

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# PERFORMANCE & RESPONSIBILITY

An engine range with improved emissions and more power with lower friction i-DTEC engines and Idle Stop technology.

CURRENT

NEW

**PETROL**

1.8 i-VTEC SE  
140PS / 174Nm  
CO2: 152g/km – EURO 4



1.8 i-VTEC SE  
142PS / 174Nm  
CO2: 137g/km – EURO 5

**DIESEL**

2.2 i-CTDi SE  
140PS / 340Nm  
CO2: 134g/km – EURO 4



2.2 i-DTEC SE  
150PS / 350Nm  
CO2: 110g/km – EURO 5



# POWER & TORQUE

The new 2.2 i-DTEC diesel engine produces more power and torque than its renowned i-CTDi predecessor, and yet with significantly lower emissions.

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"We wanted to create the feeling of a cockpit, like a racing car or an aeroplane", explains *Yukio Emi*, the Design Chief of the Civic Interior.



## What are the Benefits ?

As well as a exterior and interior restyle, the Civic still boasts **the biggest cabin and boot space** in the C-Sector, **CO2 emissions from only**

- 110g/km, fuel consumption figures up to **67mpg**
- **BIK tax rates** amongst the **lowest** for a small family car.
- Benefits from the **lowest P11d** in its class.



The **cost of ownership** has been **reduced by £500\*** due to **lower than predicted maintenance costs** and **residual values increased by 5%** compared to the previous model

- **Only £43 per month tax for 20% tax payer**
- **Only £87 per month tax for 40% tax payer**

(Calc. based on a 2.2 i-Dtec Diesel SE Manual)



## Pricing ?

### **New Civic 1.4 Petrol SE Manual**

Non-maintained - from only **£229 per month**

Fully maintained - from only **£249 per month**

### **New Civic 2.2 Diesel SE Manual**

Non-maintained - from only **£249 per month**

Fully maintained - from only **£269 per month**



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New Civic is now **available to order**  
at Bristol Honda



# Honda in Swindon, UK *...supporting our local employment and economy*

*Established in 1985*

- Honda UK, by far the biggest employer in Swindon, **employing over 5,000 people** at its manufacturing plant
- Currently **producing Jazz, CR-V** and the all **NEW Civic** !
- Some Facts:
  - The factory has the potential to produce 250,000 cars a year, 1 car every 80 seconds
  - 270 Acre Site with a 1.4 Km purpose built test track
  - Around 600 truck deliveries with various components each day
  - Centre of manufacturing operations in Europe



Honda of the UK Manufacturing Ltd  
Engine Assembly - Diesel Engine

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Honda of the UK Manufacturing Ltd  
Paint Department - Inspection

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Honda of the UK Manufacturing Ltd  
Weld - Spot Robot Line

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Be one of the first to ...

**TOUCH IT**



The New Civic is due on sale in the UK in **early 2012**.

We will let you know when the car is in our showroom for you to take for a **test drive** or to try out in your business.



## Meet the Team

“Give us the opportunity to meet you and introduce ourselves as your local Honda dealer”

**Pictured:**

**Far Right** - Leon Wilce,  
*Corporate Sales Manager*

**Far Left** - Alan von Brockdorff,  
*Business Sales Manager*

**Middle Right** - Lindy Edwards,  
*Corporate Administrator*

**Middle Left** - Natalie Davey,  
*Corporate Administrator*

[www.bristolhonda.co.uk](http://www.bristolhonda.co.uk)

## Why choose Bristol Honda for your business needs?

- The Corporate Team have many years experience in dealing with Company Car Drivers, Fleet Managers, and Leasing Companies
- Opting Out Cash for Cars tailored quotations to suit your personal allowance, PCH, Lease or Purchase
- All enquires, quotations, requests, responded within 2 hours
- Vehicles delivered across the Country with our own Trailers and Bristol Honda drivers
- Professional Vehicle handover, all controls and equipment explained in full
- Platinum Corporate Centre Accreditation preferred supplier for many of the UK leasing Companies



Leon Wilce

[leon.wilce@bristol-honda.co.uk](mailto:leon.wilce@bristol-honda.co.uk)

Alan von Brockdorff

[business.sales@bristol-honda.co.uk](mailto:business.sales@bristol-honda.co.uk)

Lindy Edwards

[lindyedwards@bristol-honda.co.uk](mailto:lindyedwards@bristol-honda.co.uk)



## Other Media for you to explore the New Honda Civic:

- Video featuring Honda Civic  
(Click on Picture to view)



- Honda Civic UK You Tube Page  
(Click on Picture to view)



**WHATCAR?**

What Car? 2011 - Most Reliable Manufacturer

**J.D. POWER**  
AND ASSOCIATES®

JD Power Survey 2011 - Highest placed volume maker

**FN 50**

Fleet News FD50 Survey 2011 - Most reliable Manufacturer

**which? car**

Which Car? 2011 - Most Reliable Brand

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