

# 2010 *Insight*



*The Insight is the world's first hybrid with Ecological Drive Assist to help you maximize fuel economy.*

## **INSIGHT LX**

- 1.3L 8-Valve SOHC i-VTEC® Engine with Integrated Motor Assist (IMA®)
- Continuously Variable Transmission
- 15" Steel Wheels with Full Covers
- Power Assisted, Ventilated Front Disc/Rear Drum Brakes
- Electric Power Assisted Rack and Pinion Steering
- 6 Airbag System
- Advanced Compatibility Engineering™ (ACE™) Body Structure
- Heated Folding Power Side Mirrors
- Automatic Climate Control with Air Filtration
- IMA® Charge Indicator / State of Battery Indicator
- EcoAssist™ Coaching Display
- Steering Wheel-Mounted Cruise Control
- Power Windows with Auto Up / Down Driver's Window
- 160-Watt AM/FM/CD Audio System with MP3 / Windows Media® Audio Playback Capability
- 60/40 Split Fold-Down Rear Seatback

**\$23,900** MSRP\*

## **INSIGHT EX**

Adds to or replaces LX features with:

- Steering Wheel-Mounted Paddle Shifters
- 15" Lightweight Aluminum Alloy Wheels
- Vehicle Stability Assist (VSA®) with Traction Control
- Honda Satellite-Linked Navigation System™ with Bilingual Voice Recognition
- Bilingual Bluetooth® HandsFreeLink® Wireless Mobile Phone Interface

**\$27,500** MSRP\*



## **What makes this Honda a Honda?**



### **DRIVE EFFICIENTLY**

Pushing the Insight's dash-mounted ECON button modifies a range of vehicle systems – engine, transmission, braking, even air conditioning – to minimize overall energy use and maximize fuel economy.



### **FEEDBACK AS YOU DRIVE**

The Insight's Ecological Drive Assist (Eco Assist™) System helps maximize fuel economy by providing real time feedback on fuel efficiency and teaching drivers how to improve driving habits to lower fuel costs even further.



**HONDA**



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\*MSRP is \$23,900 / \$27,500 for a new 2010 Insight LX, model ZE2H5AE / 2010 Insight EX, model ZE2H7AG. Freight and PDI of \$1,395, license, insurance, registration and taxes are extra. Retailer may sell for less. Retailer order / trade may be necessary. Subject to change or cancellation without notice. See your Honda retailer for full details.