

Honda Insight Advertisement



It's an environmental movement all by itself.

How many cars does it take to change the world? Just one, perhaps. Introducing the all-new Honda Insight. It's America's first gasoline-electric hybrid automobile.

Nothing short of an engineering breakthrough, the Insight achieves a terrific 68 miles per gallon on the highway, 61 miles per gallon in the city, and an astounding 700-mile range on one tank of fuel. How? By combining an efficient three-cylinder gasoline engine with an electric motor powered by nickel-metal hydride batteries that never need to be plugged in. Then add a world-class aerodynamic design, and an extremely lightweight body, and you have the ultra-low-emission¹ Insight.

It's the culmination of years of research and development into lighter, cleaner, more efficient automobiles. In other words, technology with a conscience. Then again, what else would you expect from a car powered by Honda?

HONDA
Thinking.[™]

*Mileage figures based on EPA estimates. Actual mileage may vary. Range based on EPA highway mileage. ¹California Air Resources Board LEV certified for California and some Northeastern states. LEV certified in rest of country. ©2000 American Honda Motor Co., Inc. honda.com

Source: Electrical Engineering and Computer Science, University of California at Berkeley:
http://www.eecs.berkeley.edu/~hu/car_00.html

Marketing Photograph of the Honda Insight



Source: **Save the World, Save Your Cash**, by Frank Hassler, YMCA Programs Coordinator, Environmental Resources, The All-Campus Environmental Newsletter for the University of Illinois, April 2001: <http://www2.uiuc.edu/ro/er/apr2001/save.html>