

This article first released by: Honda

In: Sep. 2005

*Due to this article's content, it appears within the Transport section in the following areas:
Hybrid, Industry Comment, Manufacturers.*

HONDA'S HAT-TRICK OF ECO IDEAS



2006 Civic Hybrid

HONDA
The Power of Dreams

Not content with being the world's first manufacturer to lease a fuel cell car to a family, Honda has come up with another three ideas that demonstrate its environmental commitment.

- Greener Driving Gift
- Honda's new Civic Hybrid
- Edible Press pack

An Eco friendly gift that leaves a sweet taste in the mouth

From 1 September participating dealers will offer a greener driving gift to customers when they hand over a new car.



Greener Driving Gift

HONDA
The Power of Dreams

Though the tangible benefit is a box of Green and Blacks luxury chocolates, it's an environmentally responsible gift too, which gives the driver one month's Carbon Neutral® driving - and highlights how they can subscribe to remain Carbon Neutral® for as long as they want.

How it works

Honda invests, on behalf of the driver, in a series of projects such as Forestry and Solar Electrification Projects which neutralise the CO₂ produced during a month's worth of driving (this is based on an average car emitting 450 kilos of carbon dioxide in the same period). The gift has been developed with Future Forests - for whom the drivers are given contact details should they want to continue their status of carbon neutral driving by pledging money to ongoing environmental projects.

The pack, made from recycled materials, contains an information booklet with tips on how to save energy, a 'greener driver' car window sticker, a certificate, and the box of Green and Blacks luxury chocolates.



Honda (UK) is fully committed to the project and will be offering Carbon Neutral® driving to its UK staff. The fleet of vehicles used by the press are also being made carbon neutral so journalists can drive Honda cars with a clean conscience.

The response from UK dealers has been excellent with over a thousand packs already ordered.

Honda's New Civic Hybrid

- 109 g/km CO2
- 20% more power - total system power of 115ps
- 61.4 mpg

Honda's commitment to environmentally friendly transport gets a real boost this autumn with the unveiling of the new, more powerful Civic Hybrid (IMA) at Frankfurt.

The new model offers an impressive blend of performance and economy delivering an equivalent power output to a 1.8 engine but returning 61.4 miles to the gallon (combined cycle). The ultra low emissions also mean that this car will benefit from a 100% discount on congestion charging - saving a regular London driver over £1500 a year.

It's not just in performance that the car makes a big leap forward from the current Civic IMA, the overall look of the vehicle is much more modern and distinctive, with features like the dual link cockpit - seen in the new Civic 5 door, making the transition.

Honda have to date, sold over 100,000 hybrids worldwide and over 2,000 in Europe - with UK as the lead market.