

Automotive Article Portfolio

Educational articles written to help vehicle shoppers make informed purchasing decisions

By Sally Scott

Introduction

This portfolio contains a selection of automotive articles I wrote while creating content for automotive dealerships in 2014-2015.

The goal of these articles was not simply to promote vehicles, but to educate shoppers during the research phase of their purchasing journey. By answering common questions, comparing vehicles, explaining new technologies, and highlighting important features, dealerships could provide valuable information before customers were ready to visit the showroom.

This approach helped position dealerships as trusted resources rather than simply places to buy a vehicle. Customers who found helpful content early in their research were more likely to continue engaging with that dealership throughout the buying process.

The articles in this collection cover a variety of topics, including vehicle overviews, comparisons, safety features, hybrid technology, and dealership events. Together, they demonstrate my ability to research unfamiliar topics, translate technical information into plain language, and write content designed to educate, inform, and build trust.

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Content Strategy

Audience

Vehicle shoppers researching purchase decisions.

Goal

Provide helpful educational content that builds trust before customers visit the dealership.

Content Types

- Vehicle overviews
- Vehicle comparisons
- Safety features
- Hybrid and electric vehicle education
- Buying advice
- Dealership information

Writing Principles

- Write for everyday consumers rather than automotive experts.
- Explain technical concepts in plain English.
- Answer the questions shoppers are already searching for online.
- Focus on education first and promotion second.
- Encourage informed purchasing decisions.

The 2014 Nissan Juke: A Crossover Unlike Any Vehicle Out There

September 11, 2014

The 2014 Nissan Juke is a radically designed crossover with characteristics from a wide variety of vehicle types. It has rally car style headlamps, high stance ground clearance, increased drive height to see over other vehicles when driving, a direct-injected turbocharged engine, wide wheel base, tight upper canopy, upper rear door handle for sporty look and bold angled hood-mounted lights.

Five trim levels are available including S, SV, SL, NISMO and NISMO RS. The starting MSRP is just \$19,170 and 2014 EPA-estimated mileage is 27 city and 32 highway MPG. The NISMO levels make the Juke the ultimate performance crossover with more horsepower, boosted brakes and increased overall attitude.

The Juke offers considerable cargo capacity. The five-door hatchback has a wide hatch opening which opens up tall to allow room to stand under it. Substantial space behind rear seats and easy release allows for a large, flat cargo area. An extra-large glove box provides storage for larger items and a pocket under the dash keeps phones or audio devices from sliding around. There's also a small center console bin with room for any size mobile phone or smaller items, along with cup holders.

Adaptive Performance Technology enables the Juke to be a performance or efficiency vehicle. The efficient engine offers torque on-demand and the advanced all-wheel drive system transfers torque from front to rear wheels & transfers rear power from left to right via torque vectoring all-wheel drive. In normal conditions, it distributes power up front for two-wheel drive mode for efficiency. If added traction or grip is needed, it distributes power to all four wheels. A display on the dash shows where the torque is distributed.

Integrated Control (ICON) allows the driver to make manual performance changes. A "D-Mode" button allows for three different driving modes depending on driving conditions: normal, sport and eco to maximize performance and efficiency. Vehicle-speed-sensitive steering adjusts according to speed for comfort and control

The Juke is equipped with Nissan Intelligent Key® which allows the key holder easy access and provides keyless push-button start. A Bluetooth® hands-free phone system is standard so calls can easily be made using buttons on the steering wheel. Audio options include

audio connectivity with an add-on USB port, playing MP3 files from a CD and auxiliary input as well. Audio devices can be controlled through the touch screen. The Nissan Navigation System can also be added and some models come standard with a rearview monitor.

The 2014 Nissan Juke is the perfect choice for an efficient, yet high-performance crossover unlike anything else out there. Its performance and storage capacity make this versatile crossover ideal for commuters and adventurers alike.

The 2015 Nissan 370Z Coupe and Roadster: Not a Car; an Experience

September 11, 2014

The 2015 Nissan 370Z is easily one of Nissan's most exciting and unmistakably recognizable models. Available in both Coupe and Roadster versions, these two-person sports cars are built for performance and excitement.

The Coupe is available in six trim levels: base, Sport, Sport Tech, Touring, NISMO, and NISMO Tech. Starting MSRP is \$29,990 and EPA-estimated mileage is 18 city and 26 highway MPG. The Roadster convertible is available in three trim levels: base, Touring and Touring Sport. Starting MSRP is \$41,820 and EPA-estimated mileage ranges from 17-18 city and 24-25 highway MPG. Sport and Navigation packages are available for both versions.

The Nissan 370Z is designed for quick response. Vehicle Dynamic Control (VDC) monitors steering angle, the speed of each wheel and even braking pressure and senses under- or over-steering, and adjusts braking and/or engine power to safely stay on course. Under the hood is a 332-horsepower 3.7L V-6 engine that constantly tunes valve lift and timing for quick response and a broad torque curve, while also maximizing fuel efficiency and reducing emissions.

Available tech options include Bluetooth® Hands-free Phone System, Nissan Hard Drive Navigation System, NavWeather® service provided by SiriusXM®, Bose® audio system custom-engineered for the unique shape of the 370Z interior, SiriusXM® Satellite Radio and a USB input for Smartphone or playing music files from a flash drive.

High-performance protection includes the Nissan Advanced Air Bag System with six airbags, featuring dual-stage supplemental front air bags complete with seat belt sensors and an occupant sensor that deactivates the passenger airbags if the seat is empty.

This sports car may be compact in size, but it's definitely not lacking cargo space. The Coupe has room for plenty of sports equipment and has an available retractable cargo cover to keep everything hidden. The Roadster trunk is smartly designed so even when the top is down, there's room enough for a golf bag and more.

The 370Z Roadster is designed for comfortable convertible driving, including available heating and cooling seats, and an aerodynamic design to minimize cabin breeze and reduce noise while the top is down. The soft top is double insulated to keep the cabin warmer and reduce interior noise while up for a convertible that's comfortable to enjoy year-round.

The 370Z NISMO is comprehensively revised for the 2015 model year, featuring exterior and performance refinements with Recaro® sport seats, a seven-speed transmission option and a driver-focused interior. It's competition-bred and has massive muscle including a 350-horsepower 3.7L V-6 engine with Variable Valve Event and Lift (VVEL), an exclusive-tuned H-pipe configured exhaust system, muffler tuning and optimized engine control module calibration; an exciting upgrade for 370Z NISMO enthusiasts.

Make every trip legendary with the powerful and exciting, performance-tuned 2015 Nissan 370Z.

The 2015 Nissan Leaf: Never Buy Gas Again

September 11, 2014

The 2015 Nissan Leaf is a roomy, 100% electric car. Its smooth aerodynamics along with the absence of a gas engine allows for a quiet drive, and the low drag coefficient extends driving range. The range per charge is 2014 EPA estimated 126 city and 101 highway miles.

The Leaf offers multiple charging options including a trickle charger which can be used with nearly any standard 120 volt wall outlet, a primary charging cable that uses a dedicated

240 volt outlet or the quick charge port, which requires a DC fast charge station. The upper dash has charging status lights to indicate the Leaf's charge level.

Equipped with an extensive information panel, the Leaf indicates how much charge is left and how many miles can be driven on the current charge. A blue button on the steering wheel brings up a driving map with a blue circle to gauge your current driving range. The Zero Emissions button brings up a menu with eight features that allow you to set charging times, monitor how energy is used and find nearby charging stations. You can also easily schedule charging times using a computer or Smartphone.

The Nissan Intelligent Key® senses when the key is in close proximity and allows keyless entry for the driver. It also allows for easy push button start with three different startup sound options (or no sound startup if desired). Other standard tech features are a Bluetooth® hands free phone system, a CD player that can play MP3 files from a CD, a USB outlet with touchscreen navigation to view playlists and an audio jack to connect other devices.

The Leaf comes in three trim levels: S, SV and SL. All come equipped with navigation and real-time traffic updates plus a rearview monitor camera with guidelines and a predictive turning feature to help with steering. Starting MSRP is \$29,010 and the vehicle may qualify for Federal tax incentives.

Storage space certainly is not lacking in the 2015 Nissan Leaf. Unlike other electric vehicles, Nissan's smart design of the Leaf's storage space is not compromised by a battery pack. The hatchback design allows room for items that would not normally fit in a trunk and has room to easily fit 5 suitcases. For longer items like golf bags, there's an indented area in the back so these items fit in easily. The back seats are 60/40 folding to fit even larger items in the back.

Interior storage includes an extra-large glove box, center console storage, a notched area below the dash for your phone or music player and bottle holders in the door in addition to the standard cup holders.

The 2015 Nissan Leaf is a smart choice for an all-electric car, especially with its advanced technology and exceptionally roomy interior that comes standard.

Ten Reasons Why Lexus Vehicles are the Best in the World

October 15, 2014

Lexus vehicles aren't just assembled; every step of production is carefully and thoroughly executed so the finished product is complete perfection. Here are ten reasons why Lexus has developed a reputation of quality and dependability in the automotive industry:

1. **Personal engine inspections:** Before an engine is placed in a new Lexus, it is personally inspected by a skilled technician. The technician places each and every new Lexus engine on the Assembly Balancer and thoroughly inspects the running engine, even listening with a stethoscope, to ensure the engine runs perfectly and is up to Lexus standards.
2. **Perfection-trained hands:** Lexus engine-machining technicians have spent years learning the exact curves and smoothness of every engine part and carefully check each part for perfection before assembly. Their skilled hands feel and measure for any imperfection to be corrected so the finished product is perfect.
3. **Ultra clean storage:** Once the parts have been inspected and flawlessly produced, they are kept in dust-free containers in a special lab-like room free of dust and particles. Before workers can enter the room, they are given "air showers" and every part receives a high-power vacuuming prior to being assembled into a component.
4. **Military-like training:** To ensure every Lexus plant worker is fully knowledgeable in assembly, a team of three superiors work with each worker like drill sergeants during the certification processes. The command is called out and the worker responds by shouting out each step of the process, followed by what can go wrong if the installation is not performed correctly.
5. **Raw material quality control:** Lexus has 10 elite masters, or Takumi, overseeing the different parts of Lexus vehicles. Toshikatsu Kuroyanagi oversees the high quality of liquid metal during the engine creation stage of production, ensuring the molten metal contains a minimal level of gases to maximize the strength of the metal when it is created into parts.
6. **Extreme electronics testing:** Because atmospheric energy like solar radiation, lightning or even television waves can interfere with electronics, Lexus engineers subject new vehicles to extreme testing to ensure electronic system function, even in abnormal conditions. They use a giant chamber designed to subject vehicle prototypes to varied magnetic interference as well as temperatures ranging from -30 to 225 degrees Fahrenheit for testing.

7. **Expertly-trained inspectors:** Lexus engine inspectors have maestro-like hearing to discern 20 different engines sounds at once as well as the varying tones of each RPM. These inspectors listen to each engine to ensure it is running precisely for maximum performance.
 8. **Adaptive paint coats:** Because paint appears differently under different lighting conditions, Lexus coats every vehicle with two base coats to make it look best in both sunny and cloudy conditions. The first coat has large aluminum flakes that sparkle in the sun and the second coat has smaller flakes, which sparkle under clouds.
 9. **Production pioneer:** Lexus has consistently produced vehicles with features unlike any other. From the world's first eight-speed automatic transmission, to the first LED low-beam headlamps, the pedestrian-detection system and even the world's first luxury hybrid. Lexus has and will continue to impress the world with high-tech features never seen before in any vehicle.
 10. **Reputation of dependability:** With all the thorough testing and inspections by some of the most skilled engineers and technicians, it's no wonder that Lexus has built a reputation as a leader in reliability and high quality. By building a strong foundation in quality, Lexus can be expected to continue to produce superior, reliable vehicles in the future.
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The Lexus Luxury Hybrid Lineup

October 15, 2014

Lexus has been a world leader in the development luxury hybrid segment and to date, has sold more than half a million of its luxury hybrid vehicles. Always two steps ahead, it's no surprise Lexus has a full lineup of luxury hybrids that are built for comfort and performance.

The 2015 Lexus CT 200h is the most fuel-efficient gas-powered luxury vehicle. With an EPA-estimated 42 MPG combined rating, bold interior and exterior design, and dynamic drivability, you won't just get more miles, you'll get more out of every mile. This sporty hatchback has a driver-centric cockpit and a versatile cargo with five-door access. Optional packages are available, ranging from the Seat Comfort Package to the F Sport Package, featuring comfort and technology options. Starting MSRP is \$32,050.

The 2015 Lexus ES 300h is a striking sedan, complete with a bold grille, sculpted lines and LED daylight running lights. With an EPA-estimated 40 MPG combined rating, this stylish hybrid features a better fuel economy than most subcompact cars. On the outside, nine bold colors are available along with 17-inch split-five alloy wheels that come standard. The interior is surprisingly spacious with generous headroom and legroom normally seen in large sedans. Starting MSRP is \$40,430.

The 2015 Lexus RX 450h is a premium hybrid SUV with an EPA-estimated 30 MPG combined rating, available in FWD or AWD. The interior is driver-inspired with steering wheel mounted controls and spacious seating for five, as well as vast cargo space to adapt to a variety of lifestyles. As the first hybrid vehicle to feature Intelligent Shift Control, it can also automatically select the correct gear ratio to help provide optimal response whether you are traveling uphill or downhill. The exterior is sleek and distinctive with sophisticated functionality. Starting MSRP is \$47,620.

The 2015 Lexus GS 450h is a powerfully sculpted sedan that defies compromise and convention. In addition to dynamic performance features like paddle shifters and the world's first, extremely efficient Atkinson-cycle engine with direct and port-injection, this impeccable sedan gets an EPA-estimated 31 MPG combined rating and has instant throttle response. The GS 450h features standard 10-way power front seats, heated and ventilated front seats and Lexus Personalized Settings to customize seats, mirrors and more. This sedan boasts not only performance, but also has comfort and innovation. Starting MSRP is \$60,430.

The 2014 Lexus LS 600h was the world's first prestige luxury and AWD V8 hybrid and remains a leader among luxury vehicles today. As the flagship hybrid sedan the Lexus LS Hybrid has 438 total system horsepower and world-class amenities setting it apart from other hybrid vehicles. The combination of a powerful 5.0-liter V8 gasoline engine with cutting-edge Lexus Hybrid Drive technology results in a feeling of smooth, seamless power not available in a conventional automobile. The interior is exceptionally spacious and the exterior is powerfully striking. EPA-estimated mileage rating is 20 MPG combined. Starting MSRP is \$120,060.

To learn more, visit www.lexus.com.

Honda of Burleson's Lifetime Powertrain Warranty

October 24, 2014

At Honda of Burleson, we want to make sure you're well taken care of, not only when you purchase your vehicle, but also for the entire time you own your vehicle. That's why we offer our lifetime powertrain warranty at no additional cost to all new and most pre-owned vehicles.

It's simple: we extend the manufacturer's warranty for as long as you own your vehicle. There are no mileage or time limitations and no special restrictions. Simply follow the factory-recommended maintenance schedule and you'll be covered the entire time you own your vehicle.

All our pre-owned vehicles are first run through a vigorous safety inspection. Then we review the vehicle's history to check for any accidents, flood damage or theft and to make sure it's not a lemon. Once the vehicle has been thoroughly checked and has satisfied all our requirements, only then can it receive our lifetime powertrain warranty.

So what's covered? Our lifetime powertrain warranty covers the engine block, cylinder head, including all the internal parts such as the intake manifold, timing gears and gaskets, timing chain or belt cover, flywheel, valve covers, oil pan, oil pump, engine mounts, fuel pump, and all the seals and gaskets. Our warranty also covers the transmission, transaxle, including the case and all internal parts, torque converter, and clutch cover. It also covers the front and/or rear wheel drive system including internal parts, seals and gaskets.

Your peace of mind and satisfaction is our priority at Honda of Burleson. So whether you purchase a new or pre-owned vehicle with our free lifetime powertrain warranty, you'll know your vehicle will be taken care of the entire time you own it. Come visit us just south of Fort Worth at 632 N. Burleson Blvd in Burleson. We'll give you a dealership experience worth talking about.

2014 Honda Hybrids

November 12, 2014

Looking for a car that fits your budget and lifestyle and is also environmentally responsible? Honda offers a diverse lineup of hybrid and alternative-fuel vehicles and was the very first manufacturer to offer a mass-production hybrid model for the U.S. and Europe.

The 2014 Accord Plug-In seats five and is available in three drive systems: all-electric, hybrid and engine drive. The unique continuously variable transmission allows the Accord

Plug-In's powertrain to shift seamlessly among three driving modes, utilizing power from the i-VTEC® 4-cylinder engine and the electric motor. Starting MSRP is \$39,780 and EPA-estimate fuel economy is a combined rating of 115 MPGe. The Accord Plug-In won KBB.com's 2014 Best Resale Value Award in the plug-in vehicle category.

The 2014 Insight Hybrid is a futuristic sedan bursting with technology that seats five and is available in three trim levels: base, LX and EX. Starting MSRP is \$18,725 and EPA-estimated fuel economy is 41 city and 44 highway MPG. The Insight was named one of the Greenest Vehicles of 2014 by the American Council for an Energy-Efficient Economy (ACEEE). The exclusive Greenest Vehicles of 2014 list names 12 top models that have achieved the highest overall Green Scores according to the ACEEE's Green Book® Online at greencars.org.

The 2014 Civic Natural Gas is a five-seat gasoline-free alternative to one of Honda's top selling models. Starting MSRP is \$26,640 and EPA-estimated fuel economy is 27 city and 38 highway MPG. KBB.com named the Civic Natural Gas one of the 10 Best Green Cars of 2014, because of its affordability and its "clean-burning fuel source." The Civic Natural Gas runs only on compressed natural gas and doesn't use a single drop of gasoline.

The 2014 Honda CR-Z is a fun two-passenger hybrid available in two trims, the base and EX levels. Starting MSRP is \$19,995 and EPA-estimated fuel economy is 36 city and 39 highway MPG. Three drive systems are available to suit your preference including Sport, Normal or ECON enabling the CR-Z to tailor its performance to your choice.

The 2014 Fit EV 100% Electric Starting MSRP is \$37,415, though it is currently only available for a 3-year lease. EPA-estimated fuel economy is 118 MPGe combined, making it one of the most fuel-efficient cars on the road. The Fit EV has been named one of the "Greenest Vehicles of 2013" by the American Council for an Energy-Efficient Economy (ACEEE). The "Greenest Vehicles of 2013" is an exclusive list of 12 top models that have achieved the highest overall Green Scores according to ACEEE's Green Book® Online at greencars.org.

Honda continues to offer a diverse group of hybrid and alternative-fuel vehicles and has been developing more exciting options on the way.

2015 Honda Civic Hybrid

November 12, 2014

The 2015 Honda Civic Hybrid has an efficient high-output electric motor, aerodynamic shape and innovative technology. With an EPA-estimated 44 city and 47 MPG highway fuel economy and starting MSRP of \$24,735, this five-passenger sedan will not only save you money upon purchase or lease, but also at the pump.

The sleek interior is spacious and comfortable. Push button start detects when the key is in the car so ignition is keyless and as simple as the push of a button.

Honda's Eco Assist™ coaches the driver to develop efficient driving habits. Coaching bars on either side of the speedometer change from blue to green, depending on driving efficiency and the more they stay green, the better the fuel efficiency will be.

The Civic Hybrid has the perfect blend of power and efficiency in the sophisticated Integrated Motor Assist IMA® system. IMA pairs a 1.5-liter, i-VTEC® 4-cylinder gasoline engine with an electric motor. The engine alone provides sufficient driving performance, but when additional power is required, a permanent-magnet electric motor mounted between the engine and transmission provides power assist. The electric motor can even propel the car on its own under certain conditions.

Every Civic comes with a single-angle rearview camera. Navigation-equipped models offer even more perspective, with three different modes, wide, normal and top, to make parking and reversing even easier. All Honda rearview cameras are also NHTSA recommended crash avoidance safety technology.

The 2014 Civic Hybrid earned a 2014 TOP SAFETY PICK+ rating from the Insurance Institute for Highway Safety (IIHS) when equipped with Forward Collision Warning. The 2014 Civic Hybrid has been named one of the Greenest Vehicles of 2014 by the American Council for an Energy-Efficient Economy (ACEEE). The exclusive Greenest Vehicles of 2014 list names 12 top models that have achieved the highest overall Green Scores according to the ACEEE's Green Book Online at greencars.org.

Honda Civic vs. Toyota Corolla

November 12, 2014

For compact car shoppers, two of the best-selling and longest running names in the country are the Honda Civic and the Toyota Corolla. In fact, according to Autobyte, one of every 25 cars sold in the U.S. is either a Civic or a Corolla. Both are known for their reliability and are comfortable and fuel-efficient, but what's the best option for you?

Comparing variety, the Civic offers six 2015 styles while the Corolla offers four. The 2015 Civic is available in two sedan trims, two coupe trims, a non-hybrid high MPG model as well as a hybrid. The 2015 Corolla is available in three sedan trims and a non-hybrid high MPG model.

Pricing for the 2015 Civic ranges from a starting MSRP of \$18,290 to \$24,735. Starting MSRP for the 2015 ranges from \$16,900 to \$19,145

The Civic Si sedan and coupe are rated at 31-mpg highway, the Civic sedan and coupe are rated at 38-mpg highway, the Civic HF is rated at 41-mpg highway and the hybrid is rated at 47-mpg highway. The Corolla L and S trims are rated at 36-37-mpg highway, the LE is rated at 38-mpg highway and the LE ECO is rated at 40-42-mpg highway.

Both vehicles have very similar interior sizes with the Corolla offering slightly more cargo room with 13.6 cu ft compared to the Civic's 12 cu ft. However, the Civic offers slightly more passenger room with 90.9 cu ft compared to 90.3 cu ft in the Corolla.

On the exterior, the 2015 Civic is a bit narrower than the 2015 Corolla, making it easier to get in and out when parking. Both vehicles have a nearly identical turning radius, so maneuverability is similar from the Honda to the Toyota.

Under the hood of the Honda rests two powertrain options: a 1.8-liter 4-cylinder with 143 horsepower and a 2.4-liter 4-cylinder with 205 horsepower. The Corolla features a 1.8-liter engine with around 140-horsepower at the top of the trim levels.

The Civic, even at base level, will provide more power per dollar than the Corolla, providing for a sportier and higher performance feel behind the wheel.

2015 Honda Odyssey vs. Toyota Sienna

November 12, 2014

Minivans have come a long way since their inception and two of the most popular models for several years now return in the form of the 2015 Toyota Sienna and the 2015 Honda Odyssey.

Both minivans are available in five trim levels. The Sienna is available in: L, LE, SE, XLE and Limited. The Odyssey is available in: LX, EX, EX-L, Touring and Touring Elite.

Starting base MSRP is \$28,600 for the 2015 Sienna and \$28,975 for the 2015 Odyssey. Pricing tends to be slightly higher for Honda than Toyota because Odysseys are generally better equipped than Siennas. EPA fuel economy ratings are 18 city, 25 highway MPG for the Sienna and slightly higher at 19 city, 28 highway for the Odyssey.

Both are equipped with a 3.5L V6 engine, providing these minivans with power and versatility. And, while the Odyssey surpasses the Sienna in terms of passenger volume (172.6 cu ft compared to 164.4 cu ft), each offers seating for up to eight occupants with cargo room to spare.

In terms of technology, both minivans are fairly evenly matched. However, Honda provides popular, useful features at a lower price. Every Odyssey has Bluetooth connectivity with music streaming and Pandora Internet radio access, hands-free text messaging and a back-up camera. In contrast, the Sienna, requires purchase of the LE trim level to obtain Bluetooth, a back-up camera and triple-zone automatic climate control. The Honda Odyssey Touring Elite is also the only minivan with a built-in vacuum. Tucked away neatly in the rear of the van, the vacuum can easily reach the front, includes two attachments and a removable waste bin.

As for safety, both vehicles have previously earned a 5-star overall vehicle score from the National Highway Traffic Safety Administration (NHTSA).

If you're in the market for a new minivan, the Odyssey delivers better fuel economy, a strong safety rating, more genuinely useful technology and a long-term value proposition.

Honda Safety Features

November 12, 2014

Honda is committed to providing safety for not only Honda drivers, but for pedestrians and occupants of other vehicles as well. Below are the safety features found in many Honda vehicles to provide a safe and secure driving experience.

On the exterior, the Advanced Compatibility Engineering™ (ACE™) body structure features Honda's highest-grade steel yet. This exclusive body design was developed to distribute front-end collision energy more evenly across to reduce the force transferred into the cabin. Daytime running lights, including LED daytime running lights on select models increase visibility to other drivers.

On the interior, multiple seatbelt and restraint options are available to maximize passenger safety. Front 3-point seat belts with an automatic tensioning system ride across the chest and lap to restrain occupants during sudden stops or impact and feature an automatic tensioning system. Active head restraints adjust the headrests during sufficient rear-end impact to reduce the likelihood of neck injury. Outboard rear seat Lower Anchors and Tethers for Children (LATCH) is a mounting system to safely anchor and tether compatible child seats in the vehicle.

Rearview cameras offer increased vision while driving in reverse. Some models may include multi-angle, wide-angle and overhead cameras as well. The multi-angle rearview camera with guidelines makes it easier to precisely back up and the guidelines enhance visual accuracy to guide the vehicle backwards.

Honda offers a large variety of airbags to provide protection when and where it's needed. Dual-stage, multiple-threshold front airbags inflate at different rates depending on crash severity. The frontal airbags work with the seatbelts to reduce head and upper body injuries. SmartVent® front side airbags quickly deploy and inflate upon moderate to severe side impact and protect properly seated occupants from upper body injury and reduces the likelihood of an airbag-related injury. Side curtain airbags protect front and rear occupants by inflating at window height during side impact and rollovers. Three-row side curtain airbags with rollover sensor positioned along the side of the headliner provides protection for front and rear occupants in vehicles with third-row seating.

Multiple warning systems are available to detect potential collisions and notify the driver. Forward Collision Warning can detect the presence of vehicles ahead and calculates risk of

a collision, providing visual and/or audible alerts. Honda's Collision Mitigation Braking System™ (CMBS™) reduces the likelihood of collision by detecting what's ahead and applying brake pressure. In some models, CMBS™ also tightens the front seat belts. Lane Departure Warning detects when the driver is making an unintended lane change and will provide visual and/or audible alerts.

Smart electronic systems monitor your vehicle to make sure it's performing at its best. Honda's tire pressure monitoring system monitors the pressure in all four tires and notifies the driver when the pressure falls to low in any of the tires. The Anti-Lock Braking System (ABS) pulses brakes to help the driver maintain control and prevent wheel lockup. The brake assist feature helps the vehicle stop sooner during emergency braking and Electronic Brake Distribution (EBD) distributes brake force across the wheels depending on how much weight each wheel is bearing. Vehicle Stability Assist™ (VSA®) with Traction Control helps the driver stay in control and on-course by braking individual wheels and/or reducing engine power during under- or over-steering.

As a leader in automotive manufacturing, Honda goes beyond government and industry safety regulations and studies real world situations to develop new safety technologies to keep drivers and passengers safe.

2015 Honda Accord

November 20, 2014

Honda's signature vehicle, the Accord, has evolved with drivers in mind over the past three decades. Now in its ninth generation, the 2015 Honda Accord has become synonymous with reliability, style, technology, and value, and is one of the most fuel-efficient Accords ever.

The 2015 Accord is built for performance and comfort and is available in four models, all with room for five passengers: sedan, coupe, hybrid, and plug-in. The sedan has a starting MSRP of \$22,105 with an EPA-estimated rating of 27 city, 36 highway MPG. The sporty coupe starts at \$23,775 MSRP with 26 city, 35 MPG rating. The hybrid starts at \$29,305 MSRP and is rated at 50 city, 45 highway MPG. The plug-in model starts at \$39,780 with a combined rating of 115 MPGe.

For a sedan with a little attitude, the Accord Sport Sedan features fog lights, a dual exhaust system, decklid spoiler and 18-inch alloy wheels. On the interior, performance features including a 10-way power driver's seat and paddle shifters improve the driving experience.

The Accord Hybrid combines efficiency with elegance with an EPA-estimated 50 MPG city rating. The hybrid's three driving modes provide performance and the exterior is accentuated with hybrid-only features including blue-accented lights and grille and a unique wheel design.

Available technology features include Lane Departure Warning, Forward Collision Warning, Honda Lanewatch, and Adaptive Cruise Control. These features were developed with the driver in mind and help provide a safe driving experience. Additional technologies featured in select models include LED headlights and daytime running lights, LED brake lights, keyless Smart Entry, push-button start, rearview camera and an audio system with touch-screen display.

Every Accord features Honda's latest-generation ACE™ body structure which helps protect everyone on the road. Because of its safety features, the Accord has an impressive history of 5-star overall vehicle scores from the National Highway Traffic Safety Administration (NHTSA) as well as Top Safety Pick ratings from the Insurance Institute for Highway Safety (IIHS).

The available Accord models are as diverse as its drivers. From commuters, to family road-trippers, the Accord continues to be a reliable, high-performing car that gets drivers safely from point A to B in style, performance and comfort.

2015 Honda Civic

November 20, 2014

For more than 40 years, the Honda Civic has built a reputation for being efficient, fun and a great value. With an extensive range of available models ranging from the coupe to the natural gas model, there's one to suit a wide variety of driving needs.

The Civic is a very affordable five-passenger car with a starting MSRP ranging from \$18,290 to \$24,735. Every Civic is fuel-efficient, with a minimum EPA-rating of 31 MPG highway for the Si coupe and sedan and up to 47 MPG highway for the hybrid. But three ultra-efficient

models are available to exceed your efficiency expectations: the Civic Hybrid, the aerodynamically advanced Civic HF, and the completely gas-free Civic Natural Gas.

Under the hood of the Honda rests two powertrain options: a 1.8-liter 4-cylinder with 143 horsepower and a 2.4-liter 4-cylinder with 205 horsepower. The interior is sleek, comfortable and surprisingly spacious for a compact car. Select models have Smart Entry and push button start to create ease of entry and keyless startup.

For added visibility, select models feature Honda LaneWatch, a small camera under the passenger-side mirror that displays live video on the display audio touch screen. This added visual aid reveals nearly four times the visibility of the mirror alone.

The Civic earned the title of 2014 TOP SAFETY PICK by earning the highest possible score across all five safety tests from the Insurance Institute for Highway Safety (IIHS). Some available safety features include rearview camera, Vehicle Stability Assist (VSA), electronic brake distribution, Tire Pressure Monitoring System (TPMS), daytime running lights, exclusive ACE body structure, dual-stage multiple-threshold front airbags, and Pedestrian Injury Mitigation.

Select 2015 Civic models feature a 7-inch Display Audio with an electrostatic touch-screen. This screen does everything a smartphone would do, but on a much bigger screen on the center console. Honda HD Digital Traffic on models equipped with navigation provides traffic information on surface streets as well as highways.

From the sporty coupe to the 205-hp engine Si to the 47 MPG highway-rated hybrid, the Civic offers a wide selection of options for a multitude of drivers and makes the journey more exciting than the destination.

2015 Honda CR-V

November 20, 2014

The Honda CR-V has been one of the best-selling SUVs in America and with a redesigned exterior, more efficient engine and a variety of all-new features, the five-passenger 2015 CR-V is better than ever.

The 2015 CR-V is available in four trim levels: LX, EX, EX-L and Touring with each level available in 2WD or AWD. Starting MSRP ranges from \$23,320 to \$32,770 and EPA-estimate

fuel rating is 27 city, 34 highway MPG for 2WD models and 26 city, 33 highway MPG for AWD models.

The redesigned exterior is sleek and sporty with a wide a wide range of 10 colors to choose from. Under the hood is a 185-hp 2.4L i-VTEC® 4-cylinder engine with direct injection. The interior is spacious and comfortable with 60/40 split rear seats that fold down to expand cargo space.

Safety features come standard in the 2015 CR-V, including a variety of both active and passive safety features. Active features include Vehicle Stability Assist™ (VSA™) to keep the vehicle on course, Anti-Lock Braking System for controlled braking, Electronic Brake Distribution (EBD) for balanced braking, Brake Assist for emergency braking, standard multi-angle rearview camera for increased visibility while reversing, and a Tire Pressure Monitoring System. Passive features include Honda's exclusive Advanced Compatibility Engineering™ (ACE™) body structure to enhance passenger protection, Dual-Stage Front Airbags (SRS), SmartVent® front side airbags, and side curtain airbags with rollover sensor.

Technology options include Bluetooth® HandsFreeLink®, SMS text message function, illuminated steering wheel-mounted controls, Pandora® compatibility, Bluetooth streaming audio, USB audio interface and MP3/auxiliary input jack. Navigation-equipped models include Honda HD Digital Traffic and HD radio.

The Touring model is the first to receive Honda Sensing technologies, a suite of driver-assistive features to increase proximity awareness and even intervene to protect from or reduce the severity of potential collisions. These technologies include Collision Mitigation Braking System™, Lane Keeping Assist System™, Honda LaneWatch™, Adaptive Cruise Control and Lane Departure Warning.

The 2015 Honda CR-V is both practical and fun to suit a variety of drivers, from families to adventurers. Its new engine and technology features makes the CR-V one of the highest fuel-efficient SUVs on the market.

2015 Honda Odyssey

November 20, 2014

The 2015 Honda Odyssey is a sleek and stylish minivan combining groundbreaking technology with innovative conveniences to keep drivers connected and comfortable. The modern styling provides a polished exterior and the spacious, versatile interior is capable of handling a variety of cargo.

The Odyssey is available in: LX, EX, EX-L, Touring and Touring Elite. Starting base MSRP is \$28,975 for the LX ranging to \$44,600 starting price for the Touring Elite. EPA fuel economy rating is 19 city, 28 highway MPG.

Under the hood, the Odyssey is equipped with a 248 horsepower 3.5L V6 engine, providing it with performing power. The interior is spacious and versatile with room to comfortably seat eight adults, 60/40 partial or fully fold-down third-row seating.

Having a minivan full of passengers can get distracting at times. That's why Honda equipped the Odyssey with available advanced safety technology including Blind Spot Information System, Honda LaneWatch™, and Forward Collision Warning to keep the driver alert and the passengers safe and secure. For additional peace of mind, standard front, side and curtain airbags provide protection from all directions and multiple smart safety features that intuitively adjust to keep the vehicle on course and safe in the event of a collision. In fact, the Odyssey has continually passed the National Traffic Safety Administration (NHTSA) crash-safety tests, earning a five-star rating in each seating position in all three tests as well as earning a 5-Star Overall Vehicle Score.

Every Odyssey has Bluetooth connectivity with music streaming and Pandora Internet radio access, hands-free text messaging and a back-up camera. The Honda Odyssey Touring Elite is also the only minivan with a built-in vacuum. Tucked away neatly in the rear of the van, the vacuum can easily reach the front, includes two attachments and a removable waste bin.

All 2015 Honda vehicles and any Honda Genuine Accessories installed at the time of purchase are covered by a three-year, 36,000 mile limited warranty as well as a five-year, 60,000-mile Limited Powertrain Warranty.

The Odyssey delivers great fuel economy, a strong safety rating, genuinely useful technology and a long-term value proposition. It remains the best minivan on the market,

continuing to excel by delivering the latest technology, fresh styling, and the most innovative offerings.

2015 Honda Pilot

November 20, 2014

For drivers looking for minivan capacity with sport utility vehicle styling, the 2015 Honda Pilot is the best of both worlds. This eight-passenger SUV is impressively fuel-efficient, spacious and ready for adventure.

A variety of 10 model options are available, from LX to Touring and two-wheel and four-wheel drive options. Starting MSRP ranges from \$29,870 for the 2WD LX to \$41,260 for the 4WD Touring. EPA mileage ratings are 18 city, 25 highway MPG for 2WD models and 17 city, 24 highway MPG for 4WD models.

The interior is amazingly versatile with seats that fold into 16 different configurations, including 60/40 folding seats and fold-flat convenience to fit a variety of cargo, from passengers to plywood and everything in between. Tri-zone automatic climate control system keeps everyone comfortable at whatever temperature they prefer.

Under the hood is a 250-horsepower 3.5L V-6 engine. The 4WD models have a 4,500-lb towing capacity capable of hauling personal watercraft, motorcycles or more. With an eight-inch ground clearance, the Pilot is built for exploration.

A variety of available options ensures the Pilot is entertaining and equipped for every journey. All models come with a standard rearview camera and navigation-equipped models include rearview display with normal, top or wide mode for additional back-up precision. Rear entertainment models have RCA inputs to display video sources such as video game consoles on the vivid 9-inch flip-down screen.

Every Pilot comes standard equipped with six airbags, including front, front-side, and side curtain airbags to reduce the likelihood of injury in a collision. Additional safety features are the Tire Pressure Monitoring System, Honda-exclusive Advanced Compatibility Engineering™ (ACE™) body structure, Vehicle Stability Assist™ (VSA™) to keep the vehicle on course, Brake Assist to assist in emergency situations and Lower Anchors and Tethers for Children (LATCH) in multiple locations for a variety of safety options.

The 2015 Honda Pilot is one of the most practical, family-friendly midsize crossovers on the market. Its ability to easily transform from an eight-passenger vehicle to a cargo-hauler makes this vehicle a smart option for drivers looking for versatility.

2014 Honda Ridgeline

December 16, 2014

The 2014 Honda Ridgeline is a tough and rugged yet luxurious and sophisticated truck that not only helps you get the job done, but keeps you comfortable while you're doing it.

While trucks are incredibly useful, one feature they're generally lacking is hidden, secure trunk space. The Ridgeline solves this with a weather-tight, 8.5-cubic-foot hidden lockable in-bed trunk. That's enough space to accommodate large items such as golf clubs or coolers. And the unique dual-action tailgate not only folds down, but also has the option to swing to the side.

Five trim levels are available from the RT with a starting MSRP of \$29,575 up to the SE starting at \$37,505. The uniquely designed crew cab design is spacious and seats five adults comfortably. EPA-estimated fuel economy is 15 MPG city, 21 MPG highway. Under the hood is a 250-horsepower V6 engine with 247 lb-ft of torque.

The interior is intuitively designed, including a center console with multiple storage units. All trim levels include a backup camera built into the rearview mirror except for the RTL with navigation that transitions the navigation screen into the backup camera view when in reverse. Standard conveniences include plenty of storage pockets for all passengers and air conditioning or dual-zone automatic climate control with air filtration systems.

The Ridgeline is serious about safety and every safety feature comes standard on all trim levels. Its first line of defense is a reinforced body that combines a closed-box frame with internal steel frame stiffeners resulting in a powerfully rigid frame. Front, front side, and side curtain airbags protect under impact and the front seats have active head restraints that automatically adjust in the event of a collision to reduce the risk of injury.

Vehicle Stability Assist detects over- or understeering and can adjust the torque or brake individual wheels to restore the intended course. Brake Assist helps apply full brake force in

some emergency situations and Electronic Brake Distribution balances braking forces depending on loading. The Ridgeline's standard Tire Pressure Monitoring System continually monitors the pressure in each tire and alerts the driver through the in-dash display if any of the tires are low on pressure.

The Ridgeline combines convenience, comfort, safety and capability. It's a luxurious truck unlike any other that's heavy-duty to handle big jobs and designed to not only easily carry cargo, but comfortably carry passengers as well.

2015 Honda Fit

December 16, 2014

The 2015 Honda Fit is an amazingly spacious sub-compact car with room to comfortably seat five adults. With an EPA-estimated MPG rating of 33 city, 41 highway, three trim levels, and a starting MSRP of \$15,650, the Honda Fit is an amazingly capable car that will fit not only budgets, but a variety of lifestyles.

There's a reason the Fit earned its name: it can fit pretty much anything life brings your way! The Fit's new interior provides nearly five inches of additional legroom for rear passengers and has unbelievable cargo space capabilities. With all seats in the upright position, the Fit offers 16.6 cu ft of cargo space, plenty to fit four large suitcases. Put the seats down, and an incredible 52.7 cu ft will now be available; enough to stow a bicycle. In Long Mode, with the rear and front passenger seats folded down, 7 feet 9 inches of length are available to haul longer items. Tall Mode provides 47 inches of height behind the driver's seat. Need a break? Refresh mode creates a comfortable lounge seat in the back seat by folding down the front passenger seat.

On the outside, the Fit has been completely redesigned to be more compact with a wider stance for a sportier and more aggressive appearance. The lines and contours of the grille, headlights, stylized LED brake lights and other exterior details accentuate the Fit's unique personality.

Under the hood is a 130 horsepower engine that's lighter, more powerful and more efficient than ever. Honda's continuously variable transmission intelligently allows the engine to run at optimum RPM levels to improve efficiency.

Luxury is certainly not lacking in the 2015 Honda Fit. For the first time ever, leather-trimmed interior and heated front seats are available in the EX-L models. Push button start is available in EX and EX-L models.

Technology options will also make driving enjoyable. The Honda Fit's steering wheel-mounted controls allow for easily making phone calls, selecting music and much more. The intelligent gauge cluster is clean and displays fuel economy in real time. USB ports allow for easy connection of compatible devices for music playing and device charging. EX and EX-L models feature a new pinchable and swipeable 7-inch display command center for communication, information, music and more. Available HondaLink™ Connect allows for easy access of some iPhone content through the Fit's touchscreen, including pre-written text responses for quick response without touching a phone. Every Fit comes equipped with a multi-angle rearview camera.

Safety features include side curtain airbags with rollover sensor, dual-stage front airbags that inflate at different rates depending on impact, and SmartVent® front side airbags to assist in preventing airbag injuries.

The 2015 Honda Fit is a versatile sub-compact car loaded with features and capabilities to wow any driver. Extremely fuel-efficient, surprisingly spacious and amazingly affordable, this car is a great option for students, commuters, families and everyone in between.
