

MESSAGE TO LEARNERS

Welcome to the evolving world of Honda in-vehicle technology. This Guide will help orient you to some of the technology advances in the 2012 CR-V that you'll have the chance to explore firsthand at the upcoming Immersion events.

Admittedly, there's a lot of information in this package. It is by no means necessary to read it all. Instead, we suggest that you **choose one or two** of the systems that you may **NOT** be familiar with, read through those sections, and even try your hand at one of the exercises on the new CR-V if it has arrived at your dealership prior to the Immersion event.

IN-VEHICLE TECHNOLOGY AND THE PURCHASE DECISION

In-vehicle technology has quickly become one of the key purchase decision drivers. Just think how quickly features like Bluetooth and USB connectivity have gone from being unique features to "must have" technologies. And the demand is growing—especially amongst the next generation of car buyers. In Deloitte Automotive Practice's 2011 Gen Y Automotive Survey, "cockpit technology" emerged as a leading differentiator when considering and purchasing an automobile.

The reasons are simple—as technology becomes a more integral part of daily life, people want and need to stay connected even when they're on the move. They are seeking more personal and experiential cockpit features that integrate technologies such as mobile messaging, portable music players, and mobile phones. An important feature of these "technology cocoons" is that the technology be seamlessly integrated.

THE 2012 HONDA CR-V RAISES THE TECHNOLOGY BAR

The 2012 CR-V is packed with the kinds of "wows" that today's consumers are seeking. As a sales professional, this Guide and the upcoming Immersion events will give you a deeper understanding of each technology, how to operate them, and how best to present their functionality and benefits to a broad range of consumers. Good luck and good learning.

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OVERVIEW OF CR-V'S TECHNOLOGICAL ADVANCEMENTS

More and more, today's customers are seeking easy-to-use technologies that deliver need-to-know information, enhance the entertainment experience, and keep them connected while on the go.

Beyond its new versatile packaging, the 2012 CR-V raises the in-vehicle experience with a number of sophisticated new and unique features you'll need to include in your delivery. Be sure to explore one or two prior to your Immersion event.

intelligent Multi-Information Display (iMID)

Standard on all models, a 5-inch "intelligent" Multi-Information Display (i-MID) that offers a range of customizable features via fingertip controls on the steering wheel.

Short Message Service (SMS) Text Message Capability

Standard on all models, a convenient SMS text messaging feature that can read incoming texts aloud and allow the CR-V's driver to respond with preset text messages.

Enhanced Audio Functionality

Depending on the model, customers can enjoy enhanced features including a USB audio interface, XM Satellite Radio, and wireless music streaming.

Bluetooth®2 HandsFreeLink®

Standard on all models, the Bluetooth®2 HandsFreeLink® phone interface offers intuitive hands-free calling convenience.

Navigation System with Voice Recognition

Standard on the EXL, a satellite-linked navigation system that can be controlled via i-MID or voice command and includes driver attention enhancements.

Rearview Camera

All models receive a multi-angle rearview camera—that provides 3 different views with the vehicle in reverse—visible on the intelligent Multi-Information Display (i-MID).

STEERING WHEEL AND VOICE COMMAND CONTROLS

Steering Wheel

Controls for several systems are conveniently located on the steering wheel. Allowing the driver to operate a range of features without taking their hands off the wheel can help reduce distraction potential in certain situations.

- A four-way control switch for the audio and i-MID are positioned on the left side of the steering wheel. The controls are arranged on one ring—similar to the points on a compass—to simplify the layout and provide for intuitive toggling between functions.
- *Bluetooth* Hands FreeLink control buttons are positioned on the lower left side of the steering wheel.
- Cruise control buttons are positioned on the right.

Voice Command

On the Touring, four different systems can be controlled with the steering wheel buttons in combination with the ceiling microphone—Navigation, Bluetooth HandsFreeLink, Audio, and Climate Control.

To prevent driver distraction, certain manual and touch screen functions may be inoperable or greyed out while the vehicle is moving. Voice commands are always available.

INTELLIGENT MULTI-INFORMATION DISPLAY (i-MID)

The new intelligent Multi-Information Display (i-MID) is positioned in the upper portion of the instrument panel for convenient, line-of-sight access. The bright, 5", full TFT LCD display is easy to see and interpret.

Before the Immersion Event

The i-MID will be a big "wow" for customers. Take the time to explore for yourself how easy it is to scroll through the Main Displays and customize certain vehicle operating parameters using the Menu Button, and familiarize yourself with all of the settings that are displayed on the i-MID screen.

Changing Main Displays

Press the i-MID Display button to change the main displays. Four different information displays are available: Main, Clock (or Wallpaper), Audio, and Trip Computer.

Use the 4-way switch on the steering wheel to navigate through each display; for example, to select a music source such as AM/FM Radio, CD, or USB.

- Press (+) to scroll upward.
- Press (-) to scroll downward
- Press (>) to go to the next display
- Press (<) to go back to the previous display
- Press **SOURCE** to enter a selection.

Viewing Customization Options

Press the Menu button to access the available vehicle and i-MID customization options, including: wallpaper, auto door lock settings, and others.

Other Settings

The i-MID display also includes SMS Text Messaging, *Bluetooth*[®] HandsFreeLink[®] information, turn-by-turn navigation directions (Touring), XM Radio (Touring), rearview camera (shown on NAVI screen on Touring Model), and warnings such as door ajar, parking brake, and TPMS.

WALLPAPER

An exciting feature of the i-MID is the ability for customers to display a favourite photograph as wallpaper on the screen. To import wallpaper, photographs must first be properly loaded onto a USB Flash Drive. Then, follow the prompts on the i-MID interface.

Before the Immersion Event

Take a few moments to practice uploading Wallpaper to the i-MID. This is a feature that many customers will be interested in, and should be part of any presentation.

Importing to a USB Flash Drive

- Images must be in the Flash Drive's root directory **AND NOT** in a folder
- Images can be imported as a BMP (.bmp) or JPEG (.jpg)
- The individual file size limit is 2 MB
- The maximum image size is 1920 x 936 pixels
- Recommended pixel dimensions are 234 x 480, 468 x 960, 702 x 1440, or 936 x 1920
- If the image size is less than 480 x 234 pixels, the image will be displayed in the middle of the screen with the extra area appearing black
- The number of files that can be selected is up to 255
- Up to 64 characters can be displayed in the file name

Loading the Wallpaper

1. Plug in a Flash drive containing the wallpaper images
2. Select the **Vehicle Menu** on the i-MID using the Menu button
3. Select **Customize Settings**
4. Select **Display Setup**
5. Select **Import Wallpaper**
6. Select the **name** of image file
7. You will see a **message** that the image is being loaded
8. You will be asked to **choose** a location for the image
9. Select an image **location**
10. You will see a **save confirmation** message
11. Use the left arrow button to go back to the **Display Setup** menu
12. Choose **Select Wallpaper**
13. Select the **number** of the image you loaded
14. You will see a **confirmation** message

SHORT MESSAGE SERVICE (SMS)

SMS texting rivals cell phone calls when it comes to wireless communication. According to the Canadian Wireless Telecommunications Association, Canadians sent 56.4 billion text messages in 2010.

All 2012 CR-V models have a standard SMS Text Messaging feature that can read incoming texts aloud over the audio system **AND** allow the driver to reply with any of six factory preset messages.

Before the Immersion Event

SMS Texting is a feature that few other competitors can match. It's also incredibly simple to use. Pair a compatible phone to CR-V's Bluetooth®2 HandsFreeLink® system. Have someone send you a text. Have the system read the text aloud and then respond using one of the preset replies.

Receiving a Text Message

Once a compatible phone is paired with the CR-V's Bluetooth® HandsFreeLink® system, the text messaging function is automatically enabled. When the phone receives a text message, an alert appears on the i-MID (or navigation screen in vehicles equipped with navigation).

Using the audio system controls you can choose to have the message read aloud, select among the preset reply choices, or call the sender—all without touching the phone. On models equipped with navigation, commands are given using the Voice Recognition system or the touchscreen display.

Sending A Text Message

With the message open, select or say "Send".

Select or say the corresponding number of one of the six available replies:

- *Talk to you later, I'm driving.*
- *I'm on my way.*
- *I'm running late.*
- *OK*
- *Yes*
- *No*

A notification will appear confirming that the message has been sent.

Other Notes of Interest

The system works in three languages (English, French, or Spanish). To help avoid driver distraction, the text of the incoming message is not displayed on screen unless the transmission is in Park.

The SMS system works only with SMS-capable cell phones that have an active data plan **AND** the Message Access Profile (MAP). This is a relatively new Bluetooth profile that is being adopted by many smart phone manufacturers. For example:

- All current BlackBerries (i.e., Torch, Bold 9900, Curve 9300, etc.) and most previous generation BlackBerries (Bold 9000, 9780, 9700).
- Several of the latest Android (Google) devices also have this functionality.

Apple iPhones do not have the MAP profile installed and the text-messaging feature in the CR-V **WILL NOT WORK** at the present time.

For a full list of phones that are compatible visit *handsfreelink.ca*.

ENHANCED AUDIO FUNCTIONALITY

The CR-V LX is equipped with a 160-watt AM/FM/CD audio system with four speakers. The CD player can also read CD-R's loaded with Windows Media Audio (WMA) or MP3 audio files. The system also includes Bluetooth® music streaming. An auxiliary input jack is standard, along with a USB port that can allow an iPod, iPhone, or USB flash drive to be connected to the system.

Before the Immersion Event

There are a lot of customer "wows" associated with the new audio system—especially audio streaming. Try pairing an audio device with the system and streaming music wirelessly. Consider downloading an app such as TuneIn Radio and streaming audio directly from the Internet. Familiarize yourself with the location of the USB Audio Interface. And be prepared to show a prospect how to select various audio sources such as XM Satellite Radio.

Streaming Audio Using Bluetooth®

Bluetooth® HandsFreeLink® now enables audio files to be played through the vehicle's audio system wirelessly with a feature called *Bluetooth®* Audio.

If an audio compatible device is paired, it will be added as an auxiliary source on the i-MID's audio screen. To engage the system:

1. Make sure the phone is on and paired to *Bluetooth® HandsFreeLink®*
2. Press **SOURCE** until Bluetooth Audio mode appears
3. From the phone, open the desired audio player or app and begin playing
4. Use the vehicle audio controls to navigate forward or backward from track to track

Cell phone devices that support the Advanced Audio Distribution Profile (A2DP) and Audio Video Remote Control Profile (AVRCP) 1.3 allow the display of metadata for artist, album and track name on the i-MID.

Using the USB Audio Interface

A USB Audio Interface is located in the centre console of all models. It can read flash drives and compatible digital music devices, such as iPods, that contain MP3 or WMA music files. It is important to note that only the iPod video, iPod Nano, and other 5th-generation or later iPods are compatible with this system.

1. Pull out the USB adapter cable from the centre console.
2. Connect the USB adapter cable to the iPod dock connector of Flash drive.
3. Press the **SOURCE** button on the steering wheel until iPod or USB mode appears.
4. Audio should begin to play.
5. Use the vehicle audio controls to navigate forward or backward from track to track

When an iPod is connected, the Honda logo will appear on the screen of the compatible iPod showing it is ready for use. The iPod or flash drive can then be controlled using the steering wheel-mounted or radio controls. Information such as song title, artist, album art, and other information will appear on the i-MID screen. The system will also charge the iPod while it is connected.

XM Satellite Radio

XM[®] Radio is a standard feature for the CR-V EX-L and provides more than 130 digital channels of programming with near CD-quality sound. With XM Radio, CR-V owners can listen to their choice of music across Canada and the 48 contiguous states. When the CR-V's audio system plays XM, the i-MID display screen shows the current station, song title, and artist's name.

BLUETOOTH® HANDSFREELINK® (HFL)

For the first time, Bluetooth® HandsFreeLink® is standard on all CR-V grades. The system wirelessly connects the driver's cell phone to the vehicle's audio system to offer hands-free operation for many Bluetooth®-enabled mobile phones.

Before the Immersion Event

Complete a simple one-time "pairing" process to link a cell phone with the vehicle, then explore some of the new features and system improvements, including answering or placing a call, and importing a phonebook.

The following instructions are for the CR-V Touring equipped with Navigation. For other trim levels, information will appear on the intelligent Multi-Information Display screen.

Pairing a Phone for the First Time

1. Press the Pick-up button to access the phone screen. At the prompt, say "Yes".
2. Make sure the phone is in 'discovery mode' and say "Okay".
3. HFL searches for your phone. Select it when it appears on the screen.
4. Enter the 4-digit code—provided by HFL—on your phone when prompted.
5. The phone is now paired.

Answering a Call

1. A notification is heard and the incoming phone number appears on the screen.
2. Press the Pick-up button on the steering wheel to accept the call.
3. Press the Hang-up or Back button to end or decline a call.

Placing a Call

1. Press the Pick-up button to access the phone screen.
2. Say "Dial".
3. Say the entire phone number, then say "Dial".
4. The call is connected and heard through the speakers.

Using the Phone Book

1. Press the Pick-up button to access the phone screen.
2. Say "Phonebook".
3. Scroll through the list to find the name and number you want to call. Say "Dial", or press the Pick-up button to call.
4. The call is connected and heard through the vehicle speakers.

Using Speed Dial

1. Press the Pick-up button to access the phone screen.
2. Say "Speed Dial".
3. Say the number next to the entry you want to call, then say "Dial".
4. The call is connected and heard through the vehicle speakers.

Other Notes of Interest

Improvements for the 2012 CR-V include full manual control, auto import of phonebook and call history, a dedicated Phone button on the head unit and six speed dials linked to radio preset keys (except for models equipped with navigation system).

Bluetooth® HandsFreeLink® can communicate wirelessly and securely with the driver's cell phone when the phone is within about 10 metres of the vehicle.

The system is compatible with Bluetooth®-enabled cell phones that have the Hands Free Profile (HFP). A list of compatible phones can be found at handsfreelink.com.

SATELLITE-LINKED NAVIGATION SYSTEM WITH BILINGUAL VOICE RECOGNITION

Honda navigation systems have long been recognized for their simple, intuitive operation and extensive on-board database. The latest generation of the Honda Satellite-Linked Navigation System, available on the CR-V Touring, is the most powerful and intuitive yet.

For 2012, the navigation system features a 6.5-inch display and a fast 16-GB Flash Memory in place of the DVD-based system used previously. Turn-by-turn driving directions appear on the navigation screen, and on the new colour i-MID display.

The navigation is integrated with the car's audio system, so driving instructions can be heard over the speaker system, and the voice recognition feature adds a hands-free realm of control to the navigation system.

Before the Immersion Event

Practice using the navigation system using the Voice Recognition System, the Touch Screen Display, and the Joystick located at the lower right-hand corner of the screen. Use the list of the "5 Most Used Voice Commands" to explore the full range of the systems functionality.

Voice Command Tips

- Press and release the Talk button, wait for a beep, then give a command.
- All available voice commands are highlighted in blue when you press the Talk button.
- For a list of available commands, press and release the Talk button and say "Help" at any time.
- Speak in a clear, natural voice.
- Reduce all background noise.
- Adjust the dashboard and side vents away from the microphone in the ceiling.
- Close the windows.
- The system also uses a touch screen display. You can select options or icons by touching them on the screen.

The Most Used Navigation Voice Commands

1. "Find Nearest <desired POI>" Example: "Find Nearest Bank"
3. "Temperature <desired number> degrees" Example: "Temperature 21 degrees"
4. "Fan Speed <desired number>" Example: "Fan Speed 2"
5. "Radio <desired number> FM" Example: "Radio 97.1 FM"

Other Notes of Interest

To help reduce driver distraction, **some** touch-screen navigation features are disabled when the CR-V is in motion. Disabled features appear greyed out on the screen.

REARVIEW CAMERA

All CR-V models are equipped with a rearview camera that offers multiple perspectives from behind the vehicle. The image appears on the i-MID, or on the navigation display in vehicles equipped with navigation.

Before the Immersion Event

Select each of the three views in turn using the audio select knob or the soft keys on the navigation screen. Try backing into a parking space to get a sense of how the guidelines truly assist the driver. Place objects on the ground behind the vehicle to explore the range of the Top Down View.

Selecting a View

When in reverse, the driver can select from among three views by pushing the audio select knob, or with soft keys on the navigation screen in vehicles equipped with navigation.

- "Normal View" delivers 130-degrees of rearward visibility.
- "Wide View" delivers 180-degrees of rearward visibility.
- "Top Down View" generates a straight-down perspective.

Guidelines help drivers gauge how close they are to an object. The dotted line indicates the closest distance that the tailgate can be opened.

GLOSSARY OF TECHNOLOGY TERMS

Bluetooth

Bluetooth is a short-range radio technology that was developed to provide wireless audio and data transmission. Two Bluetooth-enabled devices (like a mobile phone and a car) can be paired so that they establish a communication link when they come within range of each other. Depending on the device, the range can be anywhere from 1 to 100 metres.

The most common use of Bluetooth is to provide a wireless connection between a mobile phone and a hands-free headset. When using a Bluetooth-equipped mobile phone to communicate through a vehicle's Bluetooth system, the car supplies the microphone, speaker, and keypad and the cell phone provides the communication link.

Bluetooth® HandsFreeLink® is now standard on all CR-V grades. The system wirelessly connects the driver's cell phone to the vehicle's audio system to offer hands-free operation for many Bluetooth®-enabled mobile phones.

Equally exciting from a consumer standpoint, Honda's Bluetooth® HandsFreeLink® now enables audio files to be played wirelessly through the CR-V's audio system with a feature called Bluetooth® Audio.

Satellite Radio

Satellite radio is an analogue or digital radio signal that is relayed through one or more satellites and, as a result, can be received across a much wider geographical area than 'earth-bound' AM and FM radio stations.

In fact, where most radio signals can only travel about 48 to 64 kilometres from their source, a satellite radio signal may travel 35,000 kilometres from its source and come through a car radio with complete clarity.

In the United States and Canada, one holding company, Sirius XM Radio, operates two popular satellite radio services—Sirius Satellite Radio and XM Satellite Radio. For a monthly fee, both services allow listeners to roam across the continent enjoying near CD-quality music beamed from space.

Available Satellite radio is just one of the enhanced audio functions CR-V drivers can now enjoy on select 2012 models. For demonstration purposes, download a "streaming app" such as TuneIn Radio Pro, which provides wireless access to over 40,000 radio stations from all over the world.

SMS Texting

SMS stands for Short Message Service—a term that originated from Radio Telegraphy. Today, it is better known as "sending text messages", "text messaging", or simply "texting".

The service allows for short text messages to be sent from one cell phone to another cell phone or from the Web to a cell phone. Texting is often used in situations where voice communication is impossible or undesirable.

Standard SMS messaging uses 140 bytes per message, which translates to 160 characters of the English alphabet. Short messages are particularly popular amongst a younger, urban generation.

All 2012 CR-V models have a standard SMS text messaging feature that can read incoming texts aloud over the audio system and allow the driver to reply with any of six factory preset messages. This is a feature that few other competitors can match.

Wallpaper

The image used as the background on a digital device—like a computer or mobile phone—is referred to as "wallpaper". Though most devices come with a default image or graphic, they also allow the user to change it to a file of their own choosing.

The intelligent Multi-Information Display (I-MID) screen on the new CR-V is no exception. In just a few short steps, drivers can customize the background with their favourite photographs or images.

Wireless Audio Streaming

Newer versions of Bluetooth are equipped with a functionality called Advanced Audio Distribution Profile or A2DP. This profile increases the rate at which digital information can be transferred. This, in turn, makes it possible for audio to be streamed from one device to another over a Bluetooth connection.

For example, if a mobile phone has a music library but no way to plug into an automobile sound system, Bluetooth musical streaming can solve that problem—provided both are A2DP-equipped devices. Simply 'pair' the two and select Bluetooth as the audio source.

Bluetooth wireless audio streaming also enables the streaming of online content to a car's sound system from an Internet connected smartphone. Instead of downloading a ".wav", or ".au" or other type of digital file before being able to hear the sound, the data arrives in a constant, real-time flow.

Bluetooth wireless audio streaming is just of the enhanced audio functions CR-V drivers can now enjoy on all 2012 models.