

## Style: CR-V Offers Style

CR-V has always been known for its good looks. The 2012 CR-V finds it a bit sportier with details such as:

- A bold front end featuring the Honda truck family grille, forward cab positioning, and a long roofline that gives CR-V a strong, athletic stance
- A distinctive rear roofline that adds interior volume
- A higher rear window position to improve visibility
- A body design that is 18% more aerodynamic than the previous generation CR-V
- Standard 17-inch wheels on the EX and above



## Performance: CR-V Offers Performance

Performance, balanced with fuel efficiency, is also important in this vehicle class, so the 2012 CR-V has:

- A 185-horsepower 2.4-litre i-VTEC® DOHC 4 cylinder engine that has more horsepower (+5) and torque than offered by the previous-generation CR-V
- EPA-estimated fuel economy rating improves in front-wheel-drive models to 9.0 city/6.4 highway/7.8 combined L/100km
- Real Time AWD™ versions improves fuel economy rating to 9.2 city/6.6 highway/8.1 combined L/100km
- Among the highest in EPA-estimated highway fuel economy for a 4-wheel-drive vehicle in the Compact SUV segment and
- Newly available electronically controlled Real Time AWD with Intelligent Control System™



## Technology: CR-V Offers Technology

More and more, customers want intuitive technology that provides useful information right when they need it and keeps them connected to their world. Some of CR-V's technologies include:

- ECON operating mode and Eco Assist™ system
- Newly expanded view driver's mirror
- Motion-Adaptive Electric Power Steering (EPS)
- Multi-Angle Rearview Camera with guidelines
- Intelligent Multi-Information Display (i-MID)
- Short Message Service (SMS) text message function (currently works with BlackBerry® and some Android™ devices with Bluetooth MAP protocol, but **not** iPhones®)
- HandsFreeLink

## Comfort: CR-V Offers Comfort

- Greater body rigidity, better suspension isolation properties, additional noise insulation, and more aerodynamic features including underbody covers and a rear spoiler to significantly reduce noise, vibration and harshness (NVH)
- Upscale, sedan-like driving position
- New passenger comfort features
- High-quality interior materials



## Utility: CR-V Offers Utility

- More cargo capacity
- 60/40 split easy fold-down rear seat
- Lower cargo floor for easy lift-in



## Safety: CR-V Offers Safety

Safety is also a strong buyer motivation, especially for customers with children. The 2012 CR-V features:

- Advanced Compatibility Engineering™ (ACE™) body structure,
- Vehicle Stability Assist™ (VSA®) with traction control
- 4-wheel disc ABS, Electronic Brake Distribution (EBD) and Brake Assist and
- Dual-stage, multiple-threshold front airbags, front-seat side airbags and side curtain airbags with rollover sensor



**HONDA**

THE ALL-NEW  
**CR-V**  
Up for anything!

## 2012 CR-V

Long established as the benchmark vehicle in its class with high levels of quality, refinement and value, the 2012 CR-V is designed to exceed customers' expectations in the compact SUV segment.

### Our 2012 CR-V:

- Is a versatile 5-passenger compact SUV with sleek style, high-tech features and an enhanced emphasis on safety
- Has a 2.4-litre i-VTEC 4-cylinder engine with 185 horsepower and 163 lb.-ft. of torque, standard 5-speed automatic transmission, and estimated fuel economy of 9.0/6.4L/100km city/highway (2WD) and 9.2/6.6L city/highway (AWD)
- Has a passenger volume of 2949L (LX), 2873L (EX/EX-L/Touring)
- Has a cargo volume, rear seat up/down, 1054/2007L and
- Has a body length × width × height (EX AWD), 4530/1820/1654mm, and a 2620mm wheelbase

### A Little History

The Honda CR-V is in its fourth generation. It is a vehicle that has never lost its identity.

In 1995, the first-generation CR-V was developed as a "comfortable runabout vehicle". It debuted in Japan, and in 1997 came to the US and Canada. It pioneered a new category of vehicle that can be used comfortably and freely in a broad range of situations – in everyday urban life and while outside enjoying nature.

In 2001, the second-generation CR-V was advanced with the "More CR-V" concept.

Then in 2006, the third-generation CR-V was developed with the "Next CR-V" concept aiming to accommodate customers' desires to pursue their interests and enjoyment.

PRODUCTION SPECIFICATIONS			
Project #:	34764	Date:	12/29/11
Client:	Honda	Size:	16.8125 x 11
Project:	CRV immersion event	Bleeds:	0.125
Deliverable:	Job Aid Roll Fold	Fonts:	
File Name:	34764 Honda CRV JobAid Ev4	Version:	4
		Language:	English

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PD:			
PR:			

In terms of styling, the spare tire was removed from the tailgate, creating a more car-like appearance.

CR-V features and performance have been highly acclaimed around the world, including North America, Europe and Asia. The CR-V is currently being sold in more than 160 countries and cumulative global sales have reached approximately 5 million units.



#### 4th-Generation: The Super CR-V has:

- The feeling and efficiency of a passenger car
- The functionality of a minivan
- The security and confidence of an SUV

Through the fusion of these elements, we created a new synergy that:

- Fulfills all of these wants
- Can be achieved only with the CR-V

#### Building on our success, the CR-V:

- Has a more-efficient engine design with improved horsepower and torque
- Comes with available Real Time AWD with Intelligent Control System™
- Has some new-for-2012 standard features, including an Easy Fold-Down 60/40 Split Rear Seat, Eco Assist™, Expanded View Driver's Mirror, and Motion-Adaptive Electric Power Steering (EPS)
- As well as the new-for-2012 intelligent Multi-Information Display (i-MID) and SMS text messaging function

Touring also has:

- An auto-dimming rearview mirror
- Chrome door handles
- A Touring badge
- Roof rails
- A Navigation system

## The Competition

The CUV market is as competitive as the compact landscape. Let's take a look at our competition.

2012 HONDA CR-V	LX \$25,990	EX \$28,790	EX-L \$33,090	TOURING \$34,990
<b>NEW STANDARD FEATURES</b>				
Bluetooth® Streaming Audio	■	■	■	■
Centre Console	■	■	■	■
Easy Fold-Down 60/40 Split Rear Seatback	■	■	■	■
Eco Assist™ & ECON Mode	■	■	■	■
Expanded View Driver's Mirror	■	■	■	■
Hill Start Assist	■	■	■	■
Intelligent Multi-Information Display (i-MID)	■	■	■	■
Motion-Adaptive Electric Power-Assisted Rack-and-Pinion Steering (EPS)	■	■	■	■
Multi-Angle Rearview Camera with Guidelines	■	■	■	■
Real Time AWD (Intelligent Control System)™	Available (\$27,990)	Available (\$30,790)	■	■
SMS Text Messaging	■	■	■	■
Tailgate Spoiler	■	■	■	■
Fog Lights	■	■	■	■
Retractable Cargo Area Cover	■	■	■	■
Auto-dimming Rearview Mirror	■	■	■	■
Roof Rails	■	■	■	■
<b>UPDATED STANDARD FEATURES</b>				
Wheels (in)	16" Steel	17" Alloy	17" Alloy	17" Alloy
All-Season Tires	215 / 70 R16 100S	225 / 65 R17 102T	225 / 65 R17 102T	225 / 65 R17 102T
Auto-off headlights	■	■	■	■
USB Audio Interface	■	■	■	■
Steering wheel-mounted audio controls	■	■	■	■
Exterior temperature indicator	■	■	■	■
Compass	■	■	■	■
Heated front seats	■	■	■	■
HandsFreeLink™ - Bluetooth® wireless telephone interface	■	■	■	■
Driver's Seat with 10-Way Power Adjustment including Power Lumbar Support	■	■	■	■
Honda Satellite-Linked Navigation System with bilingual Voice Recognition™	■	■	■	■

#### Our Primary Competitors are:

##### Toyota RAV4

Full model change is scheduled for 2013.

2012 TOYOTA RAV4 4WD 4-Cylinder with Automatic Transmission	BASE \$26,315	SPORT \$30,540	LTD \$32,385
<b>STANDARD FEATURES</b>			
Centre Console	■	■	■
60/40 Split Rear Seatback	■	■	■
Dual Variable Valve Timing with Intelligence	■	■	■
Power & Heated Sideview Mirrors with Turn Signals	■	■	■
Dash Mounted Information Display with Steering Mounted 'DISP' Switch	■	■	■
Super ECT (Electronically Controlled Transmission)	■	■	■
Electronic On-Demand 4-Wheel Drive	■	■	■
Wheels (in)	17" Steel	18" Aluminum	17" Aluminum
All-Season Tires	P225/65R17	P235/55R18	P225/65R17
MP3 Playback and Auxiliary Audio Input Jack	■	■	■
Automatic Headlamp System	■	■	■
Steering Wheel Audio Controls	■	■	■
Front Fog Lights	■	■	■
Auto Dimming Rearview Mirror with Integrated Backup Camera	■	■	■
XM Satellite Radio	■	■	■
USB Audio Interface	■	■	■
Power 8-way Driver's Seat	■	■	■
Rear Spoiler	■	■	■

#### Chevy Equinox

New to market. Has moved to a high position on the CR-V cross-shop list.

2012 CHEVY EQUINOX FWD & Optional AWD	LS \$26,315	1LT \$29,155	2LT \$30,955	LTX \$34,090
<b>STANDARD FEATURES</b>				
Bluetooth Mobile Phone Connectivity	■	■	■	■
60/40 split-folding Multi-Flex Rear Seat	■	■	■	■
Direct Injection and Variable Valve Timing (VVT)	■	■	■	■
Exterior Rear View Mirror with Integral Blind Spot Mirror	■	■	■	■
Hill Start Assist	■	■	■	■
Driver Information Centre	■	■	■	■
StabiliTrak Electronic Stability Control System	■	■	■	■
Wheels (in)	17" Aluminum	17" Aluminum	17" Aluminum	17" Aluminum
All-Season Tires (FWD)	P235/60R17	P225/65R17	P225/65R17	P225/65R17
Automatic Headlight Control	■	■	■	■
Steering Wheel Audio Controls	■	■	■	■
MP3 Playback and Auxiliary Audio Input Jack	■	■	■	■
Reclining Front Bucket Seats with Front Centre Console and Armrest	■	■	■	■
OnStar with 6 months of the Directions & Connections Plan and Turn-by-Turn Navigation	■	■	■	■
Rear Vision Camera	■	■	■	■
Halogen Front Fog Lights	■	■	■	■
Sound System adds 178mm (7") Colour Touch Screen Display	■	■	■	■
XM Satellite Radio	■	■	■	■
USB Port	■	■	■	■
Power 8-way Driver's Seat	■	■	■	■
Heated Front Bucket Seats	■	■	■	■
Chrome, Heated Exterior Rear view Mirrors	■	■	■	■
Chrome Roof Rack Side Rail Accents	■	■	■	■
Roof Rack Crossbars	■	■	■	■

#### Secondary Competitors



Hyundai Tucson



Nissan Rogue



Kia Sportage

## Our Customers

In general, the new CR-V is appealing to three customer types because it incorporates Honda's five core values:

- Utility at a reasonable price
- Durability
- Quality
- Reliability
- Safety

The CR-V also provides a design appeal that isn't so mini-van "like".

The CR-V enables families and couples to maintain an active lifestyle, but also provides these five essential functions that are key to a family vehicle.

## Customer Profiles

#### Planning a family

- Gen-Y Couple (born between 1981 and 1999)
- Baby in the works
- Nightlife with husband and friends



#### Young Family

- Married, 30-45
- Small child
- Trips to IKEA, picnics, transporting stroller



#### Empty Nester

- Retired, Baby Boomer (born between 1946 and 1964)
- Completing daily errands in comfort and style
- Active lifestyle (swimming, mountain biking, cottage)

