

2010 Honda Element



# Never get boxed in.

Sure, it may look a little square at first. But the Element is all about fun, flexibility and most of all—freedom. Start with its interior. Multiple seating configurations (64 to be exact) and an easy-to-clean urethane-coated utility floor (LX, EX) are just the start. Getting in and out is made easy, too, with the wide-opening side cargo doors. The Element is indeed a different kind of animal. And chances are, if you're reading this, so are you.



## Get up and go.

An efficient 2.4 liter i-VTEC® engine gives the Element its go power. More adventurous drivers can opt for the available Real Time™ 4-wheel drive system, which senses front-wheel slippage and automatically sends power to the rear wheels to keep you on your way (LX, EX).



Element EX shown in Polished Metal Metallic.



### Jump in.

The Element's versatile interior was designed with more than just cargo<sup>2</sup> in mind. Its front and rear seats not only recline, but they can be folded back flat as well, letting you really stretch out between drives. And the water- and stain-resistant seat fabric (LX front, EX all) help make the Element a dog owner's second-best friend.



### Chill out.

The Element EX's center console isn't just about stowing your stuff. It also features a removable cooler. Just slide it out to take some beverages with you or to make room for extra-long items—like a surfboard.

Honda reminds you to properly secure items stored in the cargo area.



Element EX shown in Alabaster Silver Metallic with Gray Fabric and available Honda Satellite-Linked Navigation System.<sup>TM3</sup>



## Make the most of it.

With its 64 seating configurations and big-items-friendly shape,<sup>2</sup> the Element is a case study in how to maximize every square inch of interior space. Flip the seats up, fold them down or take them out altogether to accommodate whatever the weekend's activities call for.

### Safe and secure.

Tie-down anchors, cargo area hooks, multiple storage bins and driver-side seatback bungees (EX) make quick work of securing even the most unruly gear.



Honda reminds you to properly secure items stored in the cargo area.



### Man's best friend's best friend.

One of the most pet-friendly vehicles ever is even better with the new Dog Friendly Honda Element Package, available on select models. The specially designed collection of accessories includes a stowable ramp, pet bed, water bowl, and more. Please see your Honda dealer for details, or go to [dogfriendly.honda.com](http://dogfriendly.honda.com).



EX model shown with accessory Dog Friendly Honda Element Package. Package not intended for dogs larger than 80 lbs.



## Tune in. Travel on.

The Element's possibility-expanding powers can even enhance a day exploring mountain roads, or a night on the town. On EX models, the available Honda Satellite-Linked Navigation System<sup>3</sup> with voice recognition provides listings on over 7,000,000 points of interest,\* like restaurants, parks and cultural venues.



### Premium tunes.

The Element EX keeps things pumping with a 270-watt audio system featuring seven speakers, including a subwoofer. An MP3/auxiliary input jack and XM<sup>®</sup> Radio<sup>4</sup> let you really expand your listening options.



### Digital fun.

Honda's USB Audio Interface<sup>5</sup> on navigation-equipped models gives you greater access to your digital music files. Plug in your compatible player or memory stick and the system displays song information on the navigation screen and lets you use the vehicle's audio controls.



### Keep it handy.

Because there's a place for everything, everything can be in its place. The large overhead console on EX and SC is the perfect spot for all those things you need easy access to, like sunglasses, CDs and cell phones.

Drive responsibly. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. For safety reasons, always launch your audio application or perform any other operation on your phone or audio device only when the vehicle is safely parked.

iPod<sup>®</sup> classic<sup>®</sup> is a registered trademark of Apple Inc. iPod not included.

\*Some roads unverified. Please see your Honda dealer for details.

Element EX shown with Gray Fabric and available Honda Satellite-Linked Navigation System<sup>3</sup>

# Always play safe.

With standard features like six airbags, Vehicle Stability Assist™ (VSA®) and a Tire Pressure Monitoring System® (TPMS), it's clear the Element takes passenger safety seriously. In fact, it has been named a 2010 *TOP SAFETY PICK* by the Insurance Institute for Highway Safety (IIHS),<sup>7</sup> and received 5 stars in NHTSA frontal- and side-impact crash tests.\*

## Six standard airbags.

The Element features dual-stage, multiple-threshold front airbags, front side airbags with passenger-side Occupant Position Detection System (OPDS) and side curtain airbags with a rollover sensor.†



## Brake Assist and EBD.

Brake Assist helps the driver apply full brake force in some emergency situations. And Electronic Brake Distribution (EBD) helps balance braking forces depending on dynamic loading of the vehicle.

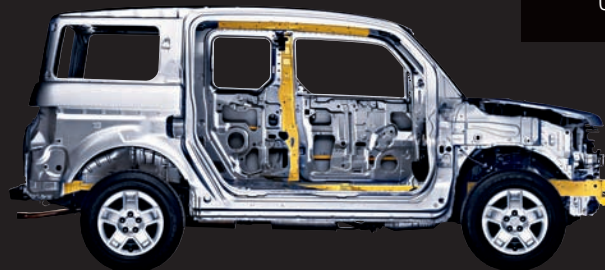
## Vehicle Stability Assist (VSA).

Standard on every Element, VSA employs sensors to monitor for oversteer or understeer. It adjusts brake pressure at each wheel and/or reduces engine power to help restore the vehicle to its intended path.



## Unit-body construction.

Incorporating front and rear crumple zones, the Element's chassis is designed to minimize the amount of crash energy entering the passenger compartment. Side-impact door beams help provide enhanced structural protection and help reduce the likelihood of cabin intrusion.



\*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). Model tested with standard side-impact airbags (SABs).

†Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly restrained in rear seat.



## 'The Honda Element

Element SC shown in Crystal Black Pearl with accessory fog lights.

### **In the groove.**

The 270-watt audio system plays MP3- and Windows Media® Audio® (WMA)-compatible CDs. Plus, you can get more than 170 channels of digital-quality sound with the Element SC's XM Radio.<sup>4</sup>



### **Mood rings.**

Backlighting the gauges and control knobs as well as accenting the shifter and SC-exclusive steering wheel, the SC's Copper interior trim really pops.



## Element LX

- 2.4-Liter, 16-Valve, DOHC i-VTEC® Engine
- 120-Watt AM/FM/CD Audio System with 4 Speakers and Clock
- Removable, Flip-Up Rear Seats
- Water-Resistant FXC™<sup>1</sup> (Fabric for Extreme Conditions) Front Seat Fabric
- Air-Conditioning with Air-Filtration System
- Front, Front Side and Side Curtain Airbags with Rollover Sensor
- Vehicle Stability Assist™ (VSA®) with Traction Control, ABS, Electronic Brake Distribution and Brake Assist
- Available Real Time™ 4-Wheel Drive



## Element EX

Adding to or replacing features on the Element LX:

- 270-Watt AM/FM/CD Audio System with 7 Speakers, including Subwoofer
- MP3/Auxiliary Input Jack
- Center Console with Removable Cooler
- Water-Resistant FXC<sup>1</sup> (Fabric for Extreme Conditions) Front and Rear Seat Fabric
- 16-Inch Alloy Wheels
- Available Honda Satellite-Linked Navigation System™<sup>2</sup> with Voice Recognition and Rearview Camera
- XM® Radio<sup>3</sup>
- USB Audio Interface<sup>4</sup> (with Navigation)



## Element SC

Adding to or replacing features on the Element EX:

- 4-Wheel Independent Suspension with Stiffer Springs and Dampers
- Larger Sway Bars and Lower Ride Height
- 18-Inch Alloy Wheels and Low-Profile Tires
- SC-Exclusive Front Grille, Bumper and Headlights
- SC-Exclusive Seat Fabric, Black Carpeting and Gloss Piano-Black Interior Trim

Your dealer's team of trained technicians is at the ready to help keep your Honda in superb shape. All 2010 Honda vehicles – and any Honda Genuine Accessories installed at the time of vehicle purchase – are covered by the 3-year/36,000-mile New-Vehicle Limited Warranty.<sup>10</sup> Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty, too.<sup>10</sup> For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.



Want your own look? Ask your dealer about Honda Genuine Accessories. They're designed to meet the same exacting standards as your new vehicle – a high-quality way to make your new Honda one of a kind.

Every Honda is a smart value thanks to timeless design, great reliability and extended maintenance intervals. Check out our Best Overall Brand Award and Best Resale Value Awards<sup>11</sup> from Kelley Blue Book's kbb.com, Best Overall Value Awards from IntelliChoice<sup>12</sup> and – for our sixth year in a row – Industry Best Residual Value Award from *Automotive Lease Guide*.<sup>13</sup>



<sup>1</sup>2WD models (city/highway/combined) 20/25/22. 4WD models (city/highway/combined) 19/24/21. Based on 2010 EPA mileage estimates, reflecting new EPA fuel economy methods beginning with 2008 models. Use for comparison purposes only. Do not compare to models before 2008. Your actual mileage will vary depending on how you drive and maintain your vehicle. <sup>2</sup>Carrying too much cargo or improperly storing it can affect the handling, stability and operation of this vehicle. Before carrying any cargo, be sure to consult the owner's manual for load limits and loading guidelines. <sup>3</sup>The Honda Satellite-Linked Navigation System™ is available on EX models in the United States, except Alaska. Please see your Honda dealer for details. <sup>4</sup>Required XM Radio subscription sold separately after 90-day trial period. Subscriptions are governed by the XM Customer Agreement available at xmradio.com/serviceterms. Other fees and taxes apply after trial period; see XM Customer Agreement for details. Fees and programming subject to change. Service not available in Canada, Alaska, or Hawaii. © 2009 SIRIUS XM Radio Inc. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. <sup>5</sup>The USB Audio Interface is used for direct connection to and control of some current digital audio players and other USB devices that contain MP3, WMA or AAC music files. Some USB devices with security software and digital rights-protected files may not work. Please see your Honda dealer for details. <sup>6</sup>For optimal tire wear and performance, tire pressure should be checked regularly with a gauge. Do not rely solely on the monitor system. Please see your Honda dealer for details. <sup>7</sup>Insurance Institute for Highway Safety: 11/18/09. www.iihs.org. <sup>8</sup>Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. <sup>9</sup>FXC™ is a trademark of Milliken & Company. <sup>10</sup>**3-Year/36,000-Mile Limited Warranty, 5-Year/60,000-Mile Limited Powertrain Warranty.** Ordinary maintenance or adjustments, parts subject to normal wear and replacement, and certain items are excluded. Please see your Honda dealer for details. <sup>11</sup>Kelley Blue Book's kbb.com awarded Honda six Best Resale Value Awards for the 2009 Civic, the 2009 Civic Hybrid, the 2009 CR-V, the 2009 Fit, the 2009 Odyssey and overall Brand. www.kbb.com/bvaw09. Vehicle's projected resale value is specific to the 2009 model year. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. <sup>12</sup>Based on 2009 model-year study. IntelliChoice,® Inc. www.intellichoice.com. <sup>13</sup>*Automotive Lease Guide*, 2009 Industry Brand Residual Value Award. **Always use seat belts and appropriate child seats. Children 12 and under are safest when properly restrained in the rear seat.** Specifications, features, illustrations and equipment shown in this brochure are based upon the latest available information at the time of printing. Although descriptions are believed to be correct, accuracy cannot be guaranteed. American Honda Motor Co., Inc., reserves the right to make changes at any time, without notice or obligation, in colors, specifications, accessories, materials and models. Some vehicles may be shown with optional equipment. Available – Optional. All images contained herein are either owned by American Honda Motor Co., Inc., or used under a valid license. It is a violation of federal law to reproduce these images without express written permission from American Honda Motor Co., Inc., or the individual copyright owner of such images. Honda, the H-mark symbol, Honda Satellite-Linked Navigation System, the Dog Friendly Logo, i-VTEC, Real Time, Vehicle Stability Assist and VSA are trademarks of Honda Motor Co., Ltd. © 2009 American Honda Motor Co., Inc. Element SC on cover shown with accessory fog lights.