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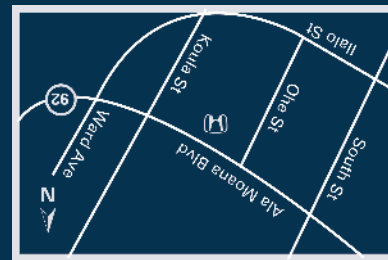
Honda Presidents' Day Sale



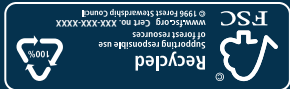
All-new 2010 Accord Crosstour 4WD EX-L



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Dealer disclaimer will go here. Delesto odoles nostr essequat augiam zrit il ulla aci tie ex enissed doloreet nullaore ming essi. Ailit nulputpat, odoles nostr this could be up to 190 characters.

*MSRP excluding tax, license, registration, \$710.00 destination charge and options. Dealer prices may vary.
**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.
†1/5/2010 through 3/1/2010, 2010 Accord Sedan LX with Automatic Transmission (Model CP2F3AEW) closed-end lease for \$199.00 per month for 36 months with a \$2,000.00 capitalized cost reduction available to customers who qualify for the HFS Super Preferred credit tier. Other rates/tiers are available under this offer. \$2,199.00 total due at lease signing (includes first month's payment and capitalized cost reduction, and no security deposit is required). The total net capitalized cost and base monthly payment does not include tax, license, title, registration, documentation fees, options, insurance and the like). Not all buyers may qualify. Higher lease rates apply for lessees with lower credit ratings. MSRP \$22,565.00 (includes destination charges) less the capitalized cost reduction (which may be paid by the suggested dealer contribution) resulting in actual net capitalized cost \$19,149.46. Net capitalized cost includes \$595 acquisition fee. Dealer contribution may vary and could affect actual lease payment. Taxes, license, title fees, options and insurance are additional expenses. Total monthly payments \$7,164.00. Option to purchase at lease end \$13,539.00. Lessee responsible for maintenance, excessive wear/tear and 15 cents/mi. over 12,000 miles/year for vehicles with MSRP less than \$30,000, but for vehicles with MSRP of \$30,000 or more, mileage cost is 20 cents/mi. over 12,000 miles/year. Must take delivery out of dealer stock by 3/1/10. See dealer for complete details.

DRIVEN TO WIN IN 2010



2010 Accord Sedan EX-L

Automatic transmission starting at \$26,830*
Estimated 21 mpg city, 31 mpg highway**



Lease the 2010 Accord Sedan LX for \$199.00 per month/36 months.†

\$2,199.00 total due at lease signing, includes first month's payment and capitalized cost reduction, and no security deposit is required; excludes tax and license. Offer available for well-qualified lessees. See the back of the mailing for details.



2010 Civic Sedan LX

Manual transmission starting at \$17,605*
Estimated 26 mpg city,
34 mpg highway**



2010 Pilot 2WD LX

Automatic transmission starting at \$27,895*
Estimated 17 mpg city,
23 mpg highway**



2010 Crosstour 2WD EX

Automatic transmission starting at \$29,670*
Estimated 18 mpg city,
27 mpg highway**



2010 Insight Hybrid LX

Continuously variable transmission (CVT)
starting at \$19,800*
Estimated 40 mpg city,
43 mpg highway**



2010 Odyssey LX

Automatic transmission starting at \$26,805*
Estimated 16 mpg city,
23 mpg highway**



2010 CR-V 2WD LX

Automatic transmission starting at \$21,545*
Estimated 21 mpg city,
28 mpg highway**



2010 Element 2WD LX

Automatic transmission starting at \$20,525*
Estimated 20 mpg city,
25 mpg highway**



2010 Ridgeline RT

Automatic transmission starting at \$28,450*
Estimated 15 mpg city,
20 mpg highway**



2010 Fit

Manual transmission starting at \$14,900*
Estimated 27 mpg city,
33 mpg highway**