The all-new 2016 Honda Civic Sedan has an athletic appearance, sporty and fun-to-drive performance, exceptional versatility, advanced connectivity, and excellent fuel efficiency—all in a highly affordable package.

Honda Civic Sales Training will provide you with the product knowledge, selling skills, competitive confidence and brand enthusiasm you need to sell and deliver Civic in the competitive compact sedan segment.

Today, you will learn how to:

• Describe the compact sedan market and buyers.
• Identify models, pricing and accessories.
• Present features and benefits aligned with buyer motivations.
• Communicate class-leading competitive advantages.
• Conduct a test drive that shows dynamic strengths.
• Demonstrate technologies during the sales and delivery process.

Today, we will focus on:

• Market and buyers
• Models and pricing
• Features and technology
• Competitive comparison
• Technology demonstration
• Test drive
COMPACT SEGMENT

Civic is in the crowded compact segment, which includes sedan, coupe and hatchback body styles. Sedan models make up most of the share and sales volume. In calendar year 2014, the segment generated almost 2.4 million sales.

Primary Civic competitors include the Toyota Corolla, Mazda3, Ford Focus, Hyundai Elantra and Chevrolet Cruze. Secondary competitors include the Volkswagen Jetta, Nissan Sentra, Kia Forte and Dodge Dart. Most competitors will have received a full or major model change by the 2016 model year.

The Corolla is the segment's volume leader, selling 13,000 more total units (retail and fleet) than Civic in calendar year 2014. Honda expects the new Civic's style, performance and roominess to shake up the segment and drive an increase in sales.
Civic Buyers

The Civic Sedan appeals to a wide range of buyers, especially with the expanded choice of powertrains. LX and EX buyers will appreciate the Civic Sedan’s exceptional value for the money, as well as its practicality, safety performance and efficiency. And the new turbocharger-powered trims will attract the more tech-savvy and affluent young buyers who enjoy driving while still admiring a fuel-efficient performer.

Civic targets Generation Y professionals who are social and connected. They value success and accomplishment, freedom and fun, and practicality and intelligence.
Hispanic Market

There are 54 million Hispanics living in the U.S., with a buying power of $1.5 trillion. Nearly 2 million Hispanics plan to purchase a new vehicle in 2015, representing 18% of total new car sales. The Hispanic market is also younger than non-Hispanics, with a Latino turning 18 every 30 seconds. These younger buyers will buy more vehicles over their lifetime.

This growth is not just happening in California, Texas and Florida. According to census data, Alabama, Kentucky, South Carolina and Tennessee have had the fastest-growing Hispanic populations over the last decade.

Honda Hispanic Sales
In the U.S. Hispanic market, Honda is the number-two selling brand behind Toyota, and Civic is the number-two selling model in the compact segment behind Corolla. 15% of Honda's total sales are to Hispanic consumers.

Hispanic Buyer Profile

- For Hispanics, car-buying is a family event that is celebrated. Therefore, cater to the entire family and make their experience exciting and enjoyable.

- Hispanic customers value honesty and relationships based on trust. Be sensitive to what Hispanic consumers are looking for and what they need.

- Last year, 24% of Hispanic U.S. households earned more than $75,000. Recognize that Hispanic consumers are not just shopping for entry-level vehicles.
Hispanic Market

• Generation Y bilingual Hispanics may prefer English, while their parents may prefer to speak Spanish. Take the time to establish your customer’s language preference.

• Hispanics are 20% more likely to use a mobile device for car shopping than the general population and they use it throughout the purchase process. Think mobile when communicating with them.

• Hispanics spend 90 more minutes watching online video each month than the national average. Consider sharing Spanish-language product videos with Hispanic customers.

AHM Available Support
American Honda has the following Spanish-language resources:

• Honda’s Spanish website (desktop and mobile):
es.automobiles.honda.com

• The number-one automotive Hispanic Twitter handle, with about 40,000 followers: @HondaLatino
CIVIC MODELS

The 2016 Honda Civic is available in LX, EX, EX-T, EX-L and Touring trim levels.

The Honda Sensing™ suite of advanced safety and driver-assistive technologies is available on every trim level. This includes:

- Collision Mitigation Braking System™ (CMBS™)
- Adaptive Cruise Control (ACC) with low-speed follow
- Forward Collision Warning (FCW)
- Lane Departure Warning (LDW)
- Lane Keeping Assist System (LKAS)
- Road Departure Mitigation System (RDM)

The low-speed follow feature is a Honda first. When a vehicle detected ahead slows to a stop, ACC can automatically stop the Civic.
Civic Models

Forward Collision Warning
Above 10 mph, this system is designed to trigger alerts if it determines the danger of a collision with a vehicle detected ahead.

Lane Keeping Assist System
Gentle steering corrections can be applied when the vehicle drifts from the center of a detected lane.

Road Departure Mitigation
Steering torque and brakes can be applied to assist in keeping the vehicle on the roadway.

Collision Mitigation Braking System
Brakes can be applied when there's a risk of colliding with a vehicle or person detected in front of you.

Adaptive Cruise Control
Your speed and the interval behind a vehicle detected in front of you can be set for highway driving.

Low-Speed Follow
If the vehicle detected ahead is in range of the system and comes to a stop, the Civic will also come to a stop.

Lane Departure Warning
Warnings can be provided if the system senses an unintended departure from a detected lane.
Civic Models

Civic LX
Civic is powered by a refined and responsive 158-horsepower 2.0-liter EarthDreams® i-VTEC® 4-cylinder engine. A Honda first is Variable Timing Control on both the intake and exhaust camshafts.

The 2.0-liter engine is mated to a sporty and fuel-efficient continuously variable transmission or a short-shifting 6-speed manual transmission. LX is the only Civic Sedan model available with a manual transmission.

Civic LX has a long list of standard features, including center console with sliding armrest and storage compartment, body-colored power side mirrors with Expanded View Driver’s Mirror, multi-angle rearview camera with guidelines, electric parking brake with automatic brake hold, capless fuel filler, Bluetooth® HandsFreeLink® and Bluetooth® streaming audio.

Civic EX
Civic EX adds a power moonroof, Smart Entry and push button start, 16-inch alloy wheels, heated side mirrors, Honda LaneWatch™, Driver Information Interface, 7-inch Display Audio, Apple CarPlay™ and Android Auto™ compatibility and HondaLink®.

Civic EX-T
The rest of the Civic Sedan lineup is equipped with a responsive 174-horsepower 1.5-liter EarthDreams® turbocharged and intercooled engine with direct injection and a continuously variable transmission. This is the first application of Honda turbocharged engine technology to a U.S. model. Turbocharging replaces VTEC® as a means to spread enhanced torque production throughout the rpm range.

EX-T comes with remote engine start, 17-inch alloy wheels, a lip spoiler, dual-zone automatic climate control, heated front seats, fog lights, SiriusXM® Radio and HD Radio™.

heated side mirror
Civic EX-L
Civic EX-L adds leather seats, power driver’s seat, automatic-dimming rearview mirror, leather-wrapped steering wheel and leather-wrapped shift knob. (The Honda Satellite-Linked Navigation System™ is available.)

Civic Touring
The top-of-the-line Civic Touring features Honda Sensing™ safety and driver-assistive technologies, Honda Satellite-Linked Navigation System™, LED headlights, front passenger’s seat with 4-way power adjustments, heated seat cushions for outboard rear-seat passengers, rain-sensing windshield wipers, side mirrors with integrated turn signals, and 450-watt premium sound system with 10 speakers.
### Civic Pricing

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<tr>
<th>Model and Trim</th>
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* MSRP excluding tax, license, registration and destination charge.
FEATURES AND TECHNOLOGY

THE ALL-NEW HONDA

CIVIC
The legendary Honda Civic has been giving drivers responsiveness, efficiency, comfort, value and dependability for four decades. The 2016 Civic is an unbeatable proposition, adding fun-to-drive dynamics, remarkable versatility, and a sporty, sophisticated and youthful new look.
Sporty Style

Styling

- A long hood, compact and sporty front overhang, expressive character lines, aggressively sloped roofline, and shorter rear deck give the impression of motion even when Civic is standing still.

- Front-end styling is highlighted by a sharp and aggressive face. With a low, wide stance and tires that fill the wheel wells, Civic looks like an athletic sport sedan. In the rear, signature LED taillights add sophistication.

Wheels and Tires

Styling, Performance

- Wheel and tire sizes differ depending on model. LX has 16-inch steel wheels with covers, while EX receives 16-inch alloy wheels. EX-T, EX-L and Touring models have 17-inch alloy wheels to enhance both appearance and dynamic performance.

- All-season tires provide a gripping contact patch for road-hugging handling, cornering and traction.

- Every Civic model has 4-wheel disc brakes for confident stopping power, even during spirited driving.
Aerodynamic Design

Styling

• Its sleek body design and underbody airflow management features give Civic class-leading aerodynamics for exceptional fuel efficiency and interior quietness.

Headlights

Safety

• All Civics come with stylish LED Daytime Running Lights (DRLs) to help make them more conspicuous to other vehicles and pedestrians.

• EX and above models feature auto-on/off headlights that will turn themselves on and off automatically to provide exceptional convenience.

• Civic Touring features auto-on/off LED headlights. Used in both the low and high beams, LED headlights provide better light distribution for improved visibility and enhanced nighttime driving, while needing only one-half the electrical power of conventional halogen headlights.
Collision Mitigation Braking System™ (CMBS™)* (Honda Sensing™ Models)

Safety
- CMBS™ is designed to alert drivers of a potential collision with a detected vehicle via visual and audible alerts, and help the driver take corrective actions.
- CMBS™ can even apply the brakes to help reduce the forces of a collision if the system determines one to be unavoidable.

* Depending on the circumstances, CMBS may not go through all the alert stages before initiating the last stage (of collision mitigation). CMBS cannot detect all objects ahead and may not detect a given object; accuracy will vary based on weather, speed and other factors. System operation may be affected by high interior heat. Driver remains responsible for safely operating vehicle and avoiding collisions.

2.0-Liter DOHC i-VTEC® 4-Cylinder Engine

Performance
- The 2.0-liter engine in LX and EX models achieves a balance between power and fuel efficiency. Numerous advanced features improve fuel efficiency, including Variable Valve Timing and Lift Electronic Control (VTEC) with Variable Timing Control (VTC) on both the intake and exhaust camshafts.
- To further improve fuel efficiency, Honda took extensive measures to reduce friction inside the engine.
6-Speed Manual Transmission (6MT)
Performance
• Available in LX, Civic's close ratio, short-shifting 6-speed manual transmission provides an even more engaging driving experience.

Continuously Variable Transmission (CVT)
Performance
• Honda's EarthDreams® Technology CVTs provide an outstanding driving experience and contribute to the Civic's superb fuel efficiency.
• LX and EX models use an updated version of Civic's previous-generation CVT with improved acceleration response at low speeds and reduced engine speeds at higher road speeds.
• The CVT in EX-T, EX-L and Touring models is related to the CVT in Accord to handle the turbocharged engine's increased power output.
• Honda's unique G-Design Shift logic improves CVT and torque converter pairing to create a connected feel and provide a more linear and sporty acceleration response than competitive CVTs.

In Car Tech
888-528-7876
EPA Fuel Economy Ratings
Performance

- Both powertrains are targeted to receive outstanding fuel economy ratings and have reduced emissions.

<table>
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<th>City (mpg)</th>
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<th>Combined (mpg)</th>
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<tr>
<td>1.5T CVT</td>
<td>31</td>
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</table>

* Based on projected 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle, driving conditions and other factors.

1.5-Liter Direct Injection Turbocharged DOHC
4-Cylinder Engine
Performance

- Civic’s turbocharged engine has the fuel efficiency of a small engine and the power of a larger engine.

- Exhaust gases spin a turbine, which in turn spins an air pump in the intake tract. The increase in pressure forces more air and fuel into the combustion chambers, increasing power output.

- An intercooler in the intake tract enhances efficiency even more. Compressing the air-fuel mixture heats it and it becomes less dense. When the heated air flows through the intercooler, the air cools and becomes denser.

- Too much boost pressure on the intake side can cause detonation, which is uncontrolled burning of the air-fuel mixture. A sensor in the intake side can trigger a wastegate in the exhaust system, allowing some of the exhaust flow to bypass the turbine, which reduces boost pressure.
Remote Engine Start
Comfort

- On EX-T and above models, remote engine start allows the driver to start the engine before entering the vehicle. While the engine is running, the climate control system adjusts the cabin temperature to 72° F.

- The system will automatically operate the heater, front and rear defrosters, front heated seats (if equipped), heated side mirrors, and air conditioning, as needed.

- To use remote engine start, press the Lock button on the remote transmitter, and then press and hold the Engine-Start button for at least a second.

- Using remote engine start requires the driver to have the remote transmitter within 40 yards of the vehicle.

Advanced Compatibility Engineering™ (ACE™) Body Structure
Safety

- The Advanced Compatibility Engineering™ (ACE™) body structure is a Honda-exclusive body design that enhances occupant protection and crash compatibility in frontal collisions.

- The ACE™ body structure has a new "crash stroke" front frame design that directs crash energy from a frontal collision into the vehicle’s floor while minimizing cabin intrusion. This design enables Civic to have a short front overhang. (The crash stroke is the area available to absorb and redirect frontal collision energy.)

- This version of the ACE™ body structure was designed to increase energy absorption in small overlap frontal collisions.

- The beefed-up body structure helps enhance occupant protection in a broader range of frontal collisions.

- Civic is targeted to receive a 5-Star Overall Vehicle Score in the NHTSA’s NCAP and a TOP SAFETY PICK+ rating from the IIHS.
Folding Power Side Mirrors

Comfort

- Standard on all Civic models, body-colored power side mirrors allow the driver to adjust the position of the side mirrors from inside the vehicle; they can also be manually folded flat, if desired.

- Side mirrors on EX and above models are heated for all-weather driving convenience.

- Touring models feature integrated turn indicators for enhanced visibility while chrome trim adds a touch of style.

Expanded View Driver’s Mirror

Safety

- All Civic models are equipped with a driver’s side mirror that expands the driver’s field of vision to provide a better view of objects to the rear and side of the vehicle.

- Optically curved at its outer edge, the mirror helps the driver see vehicles that might be in the blind spot on the driver’s side of the vehicle, which is especially helpful when changing lanes.
Capless Fuel Filler
Comfort

- Civic is equipped with a capless fuel filler that enables drivers to immediately insert the fuel nozzle—no need to remove a cap or worry about dropping it against the side of the vehicle. After refueling and withdrawing the nozzle, just snap the fuel filler door closed and you’re on your way.

- Civic features a push-to-release fuel filler door for added convenience.

Trunk
Comfort

- Cargo volume in the 2016 Civic has increased to 15.1 cubic feet—and with a wide opening and low liftover height, it is easier to haul more stuff.

- The trunk is lined with high-quality materials for a finished look.

- All Civic models feature an electronic remote trunk release that enables owners to pop the trunk open with just the push of a button.
60/40 Split Fold-Down Rear Seatback

Comfort

• Civic LX has a fold-down rear seatback, while the 60/40 split fold-down rear seatback on EX and above models provides exceptional versatility and accommodates a wide variety of passenger and cargo combinations.

• On EX and above models, seat-release latches enable you to conveniently release the 60/40 split fold-down rear seatbacks from inside the trunk.

Rearview Camera*

Safety, Comfort

• All Civic models receive a multi-angle rearview camera, viewable on the 5-inch color audio display on LX models or the 7-inch Display Audio touchscreen on EX and higher models.

• Located above the rear license plate, the camera can show normal, top-down or wide angles when the transmission is in Reverse.

• Dynamic guidelines on EX and above trims project the vehicle’s future path based on steering wheel inputs.

* Always visually confirm that it is safe to drive before backing up; the rearview camera display does not provide complete information about all conditions and objects at the rear of your vehicle.
Position Two: Rear of the 2016 Civic

Multi-Link Rear Suspension
Performance
• Civic’s multi-link rear suspension and sophisticated suspension geometry provide cornering precision and a compliant ride.
• Front and rear stabilizer bars provide agile and responsive handling with minimal body roll.

Vehicle Stability Assist™ (VSA®) with Traction Control
Safety
• VSA® bolsters driver confidence by helping to maintain the desired line through corners, especially in an emergency maneuver.

Agile Handling Assist®
Performance
• Standard on all trims, Agile Handling Assist® uses the VSA® system to enhance handling capabilities.
• The system uses active braking, usually on an inside wheel, to help the driver smoothly and easily trace the desired line through a curve with smaller steering inputs.
Smart Entry and Push Button Start

Comfort

- On EX and above models, the Smart Entry system allows the driver to touch the outer door handle and open the door, start the engine and shut it off at the end of the trip, and then get out and touch the lock button on the door handle to secure the car—all without ever touching a key.

- Drivers can even skip that last step. When the Walk-Away Auto-Lock feature is enabled via customizable settings, the driver can just shut the door and walk away—Civic will lock automatically.

- The driver can also open the trunk with just a touch of the release button located above the license plate.

- Locking or unlocking the doors and trunk requires the driver to carry the remote transmitter, have it outside the vehicle and within range (about 32 inches).

- The driver can start the engine when the remote transmitter is inside the vehicle.

Premium Appointments

Styling, Comfort

- Civic's redesigned interior provides occupants with a new level of comfort, style and convenience. Colors, textures and materials have a high-quality look and feel, while the fabrics are fresh and crisp.
Position Three: Inside the 2016 Civic

- As with every Honda, the perfectly positioned switches and controls are impressive in their accessibility, feel and responsiveness.

- With a class-leading 7.2 liters of storage, the center console provides the usability you might expect in an SUV. Slide the armrest rearward to open it. The sliding storage tray and dual beverage holders are removable, and the divider deep inside the storage compartment is also removable. The storage compartment will easily swallow a full-size iPad®, 32-ounce wide-mouth water bottle or 1-liter water bottle.

- The center console also features a 2-tier smartphone tray. The upper tray is designed to hold the driver’s smartphone. A cable pass-through with integrated cable guides helps neatly manage the phone’s USB cable when it is plugged into the USB Audio Interface at the front of the lower tray. The idea is to leave the USB cable permanently plugged into the USB port and routed through the cable pass-through for convenience.

- A variety of other storage spaces throughout the cabin lets occupants keep their necessities close at hand.

- Civic features exceptional craftsmanship and fine materials. Every interior surface offers visual and tactile richness, and seams are tight and uniform throughout.

- Extensive sound insulation is used throughout the new Civic, resulting in a quiet and pleasant ride.
Position Three: Inside the 2016 Civic

Instrument Panel

Comfort

- The high-resolution instrument cluster is ideally positioned for the driver to easily see important driving information at a glance.

- The instrument panel provides Eco Assist™ green ambient lighting to encourage fuel-efficient driving.

- On EX and above trims, the Driver Information Interface can display numerous screens, including Maintenance Minder™ messages, fuel-economy information, audio settings, Bluetooth® HandsFreeLink® information and customizable feature settings. EX-T and above trims include a Turbo Meter, and EX-L with navigation and Touring models can display turn-by-turn directions.

Variable Ratio Electric Power Steering

Performance

- Civic’s advanced electric power steering provides ample assist at low speeds to reduce steering effort when parking or maneuvering.
Straight Driving Assist

Comfort

- Standard on all trims, Straight Driving Assist reduces steering effort when driving on a sloped or crowned road to reduce driver fatigue and increase comfort.

- When cruise control is activated and the system detects that the driver is applying steering effort to keep the car driving straight, the Electric Power Steering system applies motor assist to help the driver maintain the vehicle’s position in the lane.

Steering Wheel

Comfort

- Civic’s steering wheel-mounted controls let you interact with several vehicle systems using just your left or right thumb while keeping your eyes on the road. The controls on the left operate the Driver Information Interface, audio system or Display Audio (if equipped), Bluetooth® HandsFreeLink® and navigation system voice recognition (available on EX-L, standard on Touring trims). The controls on the right operate cruise control or Adaptive Cruise Control with low-speed follow, if equipped. Adaptive Cruise Control with low-speed follow is a Honda-first technology.

- On EX and above models, besides pressing the + and - sides of the volume bar, the driver can also swipe it to increase or decrease the volume. A quick swipe will mute the volume.

- The tilt and telescopic steering column allows the driver to precisely adjust the steering wheel for driving control and comfort.
Electric Parking Brake with Automatic Brake Hold

Performance, Comfort

- Civic features an electric parking brake with automatic brake hold. Instead of a traditional hand lever or foot pedal, Civic owners can simply use the electric parking brake switch to set or release the vehicle’s parking brake.

- After activation, automatic brake hold maintains braking pressure when the driver applies the brakes, such as in stop-and-go traffic, and releases the brakes when the driver applies the accelerator.

Air Conditioning with Air Filtration

Comfort

- Ventilation outlets are strategically placed throughout the interior to help keep all passengers comfortable.

- The system has the ability to quickly heat up or cool down the cabin and is amazingly quiet and easy to use.

- Incoming air passes through a replaceable air filter that can remove particulate matter, such as pollen or dust, as small as eight microns (about 10 times smaller than a human hair).
Automatic Climate Control

Comfort

- Single-zone automatic climate control maintains a selected cabin temperature no matter how conditions change outside the vehicle.

- Dual-zone automatic climate control on EX-T and above models automatically maintains individual climate control settings for the driver and front-seat passenger.

- On EX and above trims, you can adjust climate control settings using the touch-screen.

Seats

Comfort

- EX-T and above models feature an 8-way driver’s seat with power adjustment for the perfect seating position. A Honda first is an independent thigh-support adjustment.

- The Touring model adds a 4-way power front passenger’s seat for ease of adjustment.

- EX-T and above trims feature 3-level heated front seats—including seatback heating elements for added warmth.

- Outboard rear-seat passengers in the new Touring trim experience a Civic first-heated seat cushions—for a higher degree of comfort.
Advanced Audio Systems
Technology

- Civic LX is equipped with a 160-watt audio system with four speakers. Along with 180 watts of power, EX, EX-T and EX-L models add A-pillar- and rear tray-mounted tweeters for a total of eight speakers. Civic Touring provides an even more impressive premium audio system, with a 450-watt premium audio system with 10 speakers, including subwoofer.

- All trims have a USB Audio Interface within the dual-deck center console. Models with Display Audio add a second USB Audio Interface in the center console storage compartment.

- *Bluetooth® HandsFreeLink®, Bluetooth® streaming audio and Pandora® compatibility come on all trims, while EX-T adds HD Radio™ and SiriusXM® Radio.*

- In LX, drivers can operate all audio functions via a 5-inch color audio display, while all other models feature the 7-inch Display Audio touch-screen.

Display Audio with HondaLink®
(EX and Above)
Technology

- The 7-inch Display Audio with touch-screen allows interaction with the vehicle’s audio system and enables select apps on the user’s smartphone to access Internet content.
Position Three: Inside the 2016 Civic

- Display Audio with the Honda Satellite-Linked Navigation System™ (available on EX-L and standard on Touring models) features tap, pinch and swipe functionality, and includes voice recognition and Honda HD Digital Traffic. This feature alerts the driver to current traffic conditions and can display alternate routes. Free map database updates are available for up to 5 years (initial purchase plus one yearly update each year for 4 years).

- To take advantage of all the available Display Audio features, connect a smartphone via Bluetooth® HandsFreeLink® and plug a USB cable into the USB Audio Interface. (Bluetooth® pairing is not required to use Apple CarPlay™ or Android Auto™.)

- HondaLink® connectivity allows users to download Honda-developed apps and Honda-certified third-party apps to their smartphone for use with Display Audio.

- HondaLink® includes access to service appointment scheduling at Honda dealerships, location searches, weather information and more.

- HondaLink® is also the gateway to Aha™, which features Internet content organized into personalized, on-demand radio stations with more than 100,000 station choices, including social media. You can also use Aha™ to search and route to nearby destinations (if equipped with navigation). Aha™ is embedded in the head unit, making it unnecessary to download the Aha™ app to a paired smartphone.

- If the airbags deploy or a severe impact is detected, HondaLink® Assist (Civic EX and above models) automatically attempts to connect to an operator to request emergency assistance and report the vehicle’s location. It also allow occupants to talk to the operator. HondaLink® Assist operates when an airbag deployment sensor is triggered and a compatible phone with a good cellular connection is paired through Bluetooth® HandsFreeLink®.
Position Three: Inside the 2016 Civic

Apple CarPlay™ (EX and Above)

Technology

• Apple CarPlay™ integrates your iPhone® with Civic's built-in touch-screen display and controls, improving convenience and helping minimize the potential for distraction.

• With Apple CarPlay™, you can get directions, make calls, send and receive messages, and listen to music right from the touch-screen or by voice using Siri®.

• Apple CarPlay™ includes access to Apple Maps, which can provide turn-by-turn directions, traffic conditions and estimated travel time.

• Apple CarPlay™ is also compatible with third-party audio apps like iHeartRadio. When downloaded to the iPhone®, their icons will also appear on the touch-screen and can be controlled by voice.

• To use Apple CarPlay™, connect a Lightning® cable from a compatible iPhone® (iOS 7.1 or later, and iPhone® 5 or later) to the vehicle's USB Audio Interface in the center stack. Note: Apple CarPlay™ will not work when using the USB port inside Civic's center console.

• To use Siri® while driving, press and hold the Talk button on the steering wheel until you hear the Siri® tone. (A single press of the Talk button activates the vehicle's voice control, not Apple CarPlay™.)
Android Auto™ (EX and Above)

Technology

- Android Auto™ allows drivers to use select smartphone apps through vehicle-based touch and voice commands, helping minimize the potential for distraction so the driver can stay focused on the road.

- Compatible with Android™ 5.0 and higher, Android Auto™ features Google Maps™, Google Now™, messaging, music and numerous popular apps.

- Google Maps™ can provide voice-guided navigation, updated traffic conditions, lane guidance and more.

- To use Android Auto™, install the Android Auto™ app on a compatible Android smartphone. Connect a USB cable from the phone to the vehicle’s USB Audio Interface in the center stack. Note: Android Auto™ will not work when using the USB port inside Civic’s center console.

- To talk to Google™ while driving, press and hold the Talk button on the steering wheel until you hear the Android tone. (A single press of the Talk button activates the vehicle’s voice control, not Android Auto™.)

Android Auto, Android, Google and other marks are trademarks of Google Inc.
Position Three: Inside the 2016 Civic

Honda LaneWatch™*

Convenience

- On EX and above models, Honda LaneWatch™ uses a camera located below the passenger-side mirror to display an expanded rear view of the passenger-side roadway through the Display Audio screen.

- The image appears when activating the right-turn signal or pressing a button on the end of the stalk.

- The normal field of view for a passenger-side mirror is approximately 18-22 degrees. However, the Honda LaneWatch™ display’s field of view is about four times greater—around 80 degrees. This is enough to allow drivers to see more than two complete lanes to the right rear—up to 164 feet.

- The system enables the driver to see traffic, objects or pedestrians to the vehicle’s right rear side.

- The display includes reference lines to help make judging distance easier.

* Display accuracy will vary based on weather, size of object and speed, and the display may not show all relevant traffic. The display is not a substitute for your own direct visual assessment of traffic conditions before changing lanes.
Front Passenger’s Airbag

Safety
• The front passenger’s airbag features safety vent technology that can help minimize the potential for injury from airbag deployment when the front passenger is “out of position.”

• If the front passenger is sitting “out of position”—such as leaning forward in the pathway of airbag deployment—the auxiliary airbag cushion vents remain open, directing a significant amount of gas out and away from the occupant. If the front passenger is correctly seated, an internal tether closes the auxiliary vents at the necessary time to optimize the protection provided by the airbag.

SmartVent® Front Side Airbags

Safety
• SmartVent® front side airbags help protect the driver’s or front-seat passenger’s upper body from injury in the event of a moderate-to-severe side impact.

• The SmartVent® side airbag is designed to deploy and inflate quickly to maximize potential protection for properly seated occupants, or to vent before fully inflating if an occupant is in the side airbag’s deployment path, thereby decreasing the likelihood of an airbag-related injury.

Side-Curtain Airbags with Rollover Sensor

Safety
• In addition to the protection that side curtain airbags offer front and outboard rear-seat occupants in the event of a sufficient side impact, they can also help provide protection in a rollover.
COMPETITIVE ADVANTAGES

Toyota Corolla
Completely redesigned for the 2014 model year, the Toyota Corolla is the best-selling car in the compact segment and is the second-best selling car overall.

The 2016 Toyota Corolla is available in L, LE, LE Eco, S and Special Edition trim levels. All are equipped with a 1.8-liter 4-cylinder engine and offer a choice of transmissions, including a 6-speed manual transmission, 4-speed automatic transmission or a continuously variable transmission.

With a starting MSRP of $17,230 for the L, Corolla pricing tops out with the Special Edition at a starting MSRP of $20,635.

Pro Driver Perspective
Dynamically, the Corolla has a solid chassis and is comfortable to drive, yet it is underpowered and has exceptionally numb steering feel and poor braking performance. Now in its third model year, the 11th-generation Corolla appears dated and has an economy car feel.
Competitive Advantages

Honda Civic over Toyota Corolla
Performance
• More powerful engine
• Better available city/highway/combined fuel economy

Technology
• Available larger touch-screen display
• Available Apple CarPlay™
• Available Android Auto™

Comfort
• Greater passenger volume
• More trunk room
• Available leather-trimmed seats
• Available power front passenger’s seat
• Available heated rear seats
• Standard automatic climate control

Safety and Driver Assist
• Standard rearview camera
• Available forward collision warning
• Available lane departure warning
• Available collision mitigation braking
• Available road departure mitigation
• Available adaptive cruise control
• Available low-speed follow
• Available lane keeping assist
Competitive Advantages

Chevrolet Cruze

Chevrolet first introduced the Cruze as a 2011 model. For 2015, it received revised exterior styling and greater connectivity. An all-new Cruze will be introduced in early 2016.

The 2015 Chevrolet Cruze is available in L, LS, LT, Eco, LTZ and Diesel trim levels.

Cruze L, LS and LTZ models are equipped with 1.8-liter 4-cylinder engines, LT and Eco models have 1.4-liter turbocharged 4-cylinder engines, and Diesel models have a 2.0-liter turbodiesel engine.

Cruze L is equipped with a 6-speed manual transmission; LS, LT and Eco trims have a choice of 6-speed manual or automatic transmissions; and LTZ and Diesel trims are equipped with standard 6-speed automatic transmissions.

With a starting MSRP of $16,170 for the L, Cruze pricing peaks at $25,660 for the Diesel model.

Pro Driver Perspective

With a solid engine and chassis, the Chevrolet Cruze has surprising driving dynamics. It has good handling and is comfortable to drive.
Honda Civic over Chevrolet Cruze

Performance
- More powerful engines
- Better available city/highway/combined fuel economy

Technology
- Available HD Radio™
- Available Apple CarPlay™
- Available Android Auto™

Comfort
- Greater passenger volume
- Available LED headlights
- Available power front passenger’s seat
- Available heated rear seats
- Standard automatic climate control

Safety and Driver Assist
- Standard rearview camera
- Available forward collision warning
- Available lane departure warning
- Available collision mitigation braking
- Available road departure mitigation
- Available adaptive cruise control
- Available low-speed follow
- Available lane keeping assist
Ford Focus Sedan

Ford introduced the 3rd-generation Focus in 2011. For 2015, Ford Focus receives an exterior and interior redesign, and more advanced technologies to enhance driver comfort and convenience.

The 2015 Ford Focus sedan is available in S Sedan, SE Sedan and Titanium Sedan models.

All three models are equipped with a 2.0-liter 4-cylinder engine. The SE Sedan also has an available 1.0-liter EcoBoost turbocharged engine.

The S Sedan, SE Sedan and Titanium Sedan models offer a standard 5-speed manual and an optional 6-speed automatic transmission.

With a starting MSRP of $17,170 for the S Sedan, Ford Focus pricing peaks at $27,075 for the Titanium Sedan with options and packages, including White Platinum Tri-Coat, Technology Package, Moonroof and Navigation System.

Pro Driver Perspective

Dynamically, the Focus is fun to drive with great handling. However, the interior packaging does not provide sufficient storage and the seats only provide adequate support.
Competitive Advantages

Honda Civic over Ford Focus Sedan

Performance
• More powerful available engine
• Better available city/highway/combined fuel economy

Technology
• Available Apple CarPlay™
• Available Android Auto™

Comfort
• Greater passenger volume
• More trunk room
• Available LED headlights
• Available power front passenger’s seat
• Available heated rear seats
• Standard automatic climate control

Safety and Driver Assist
• Available forward collision warning
• Available lane departure warning
• Available collision mitigation braking
• Available road departure mitigation
• Available adaptive cruise control
• Available low-speed follow
• Available lane keeping assist
Hyundai Elantra Sedan

Hyundai introduced the current-generation Elantra in 2011. For 2016, the Elantra features product improvements and new value-focused packaging updates.

The 2016 Hyundai Elantra is available in SE, Value Edition, Sport and Limited models.

SE, Value Edition and Limited models are equipped with a 1.8-liter 4-cylinder engine, while the Sport model has a 2.0-liter 4-cylinder engine. SE and Sport models offer a standard 6-speed manual or an optional 6-speed automatic transmission, while Value Edition and Limited models have a standard 6-speed automatic transmission.

With a starting MSRP of $17,250 for the SE model, Elantra Limited tops out at $21,700.

Pro Driver Perspective

Dynamically, the Hyundai Elantra has a good engine and transmission, but it suffers from poor suspension tuning. When driving over bumps at moderate speed, the Elantra's suspension bottoms out, which the driver can feel and hear.
Competitive Advantages

Honda Civic over Hyundai Elantra Sedan

Performance
• More powerful standard engine
• Better available city/highway/combined fuel economy

Technology
• Available HD Radio™
• Available Apple CarPlay™
• Available Android Auto™

Comfort
• Greater passenger volume
• More trunk room
• Available LED headlights
• Available power front passenger’s seat
• Available heated rear seats
• Standard automatic climate control

Safety and Driver Assist
• Standard rearview camera
• Available forward collision warning
• Available lane departure warning
• Available collision mitigation braking
• Available road departure mitigation
• Available adaptive cruise control
• Available low-speed follow
• Available lane keeping assist
Nissan Sentra

Introduced in 2013 as an all-new model, the Sentra receives significant styling revisions for the 2016 model year.

The 2016 Nissan Sentra is available in six models: S 6MT, S CVT, FE+ S, SV, SR and SL.

The Sentra is equipped with a 1.8-liter 4-cylinder engine. The S 6MT model has a standard 6-speed manual transmission and all other models have a standard continuously variable transmission.

The entry-level Sentra S has a starting MSRP of $16,480, while the top-of-the-line Sentra SL has a starting MSRP of $20,670.

Pro Driver Perspective

The Sentra does not feel dynamic. The steering is very light and over-boosted, and the CVT is loud and invasive. The Sentra has a very high seating position, yet forward visibility is poor.
Competitive Advantages

Honda Civic over Nissan Sentra

Performance
- More powerful engine
- Better available city/highway/combined fuel economy

Technology
- Available larger touch-screen display
- Available HD Radio™
- Available Apple CarPlay™
- Available Android Auto™

Comfort
- Greater passenger volume
- More trunk room
- Available LED headlights
- Available power driver’s seat
- Available power front passenger’s seat
- Available heated rear seats
- Standard automatic climate control

Safety and Driver Assist
- Standard rearview camera
- Available forward collision warning
- Available lane departure warning
- Available collision mitigation braking
- Available road departure mitigation
- Available adaptive cruise control
- Available low-speed follow
- Available lane keeping assist
Volkswagen Jetta
Volkswagen introduced the current-generation Jetta in 2011. Redesigned in 2015, the Jetta receives a new 1.4-liter turbocharged 4-cylinder engine for 2016. The Jetta is available in S, SE, SEL, Sport, GLI, TDI Clean Diesel and Hybrid models.

Jetta S and SE models have a 1.4-liter turbocharged 4-cylinder engine; SEL and Sport models are equipped with a 1.8-liter turbocharged 4-cylinder engine; GLI models have a 2.0-liter turbocharged 4-cylinder engine; TDI Clean Diesel models have a 2.0-liter turbocharged diesel engine; and Jetta Hybrid uses a 1.4-liter turbocharged 4-cylinder gasoline engine with a 27-horsepower electric motor.

Jetta S and Sport models offer a choice of a 5-speed manual or 6-speed automatic transmission; Jetta SE and SEL models are equipped with a 6-speed automatic transmission; GLI and TDI Clean Diesel models offer a 6-speed manual or automatic transmission; and Jetta Hybrid has a 7-speed automatic transmission.

The entry-level Jetta S has a starting MSRP of $18,780, while the performance-oriented Jetta GLI has a starting MSRP of $26,920. The Jetta TDI Clean Diesel has a starting MSRP of $21,640, while the Jetta Hybrid has a starting MSRP of $31,120.

Pro Driver Perspective
Dynamically, the Jetta has above-average handling and braking, but suffers from body roll during moderate speed transitional turns, which may cause a rear tire to lose traction.
Competitive Advantages

Honda Civic over Volkswagen Jetta

Performance
- More powerful standard engine
- Better available city/highway/combined fuel economy

Technology
- Available larger touch-screen display
- Available HD Radio™
- Available Apple CarPlay™
- Available Android Auto™

Comfort
- Greater passenger volume
- More trunk room
- Available LED headlights
- Available leather-trimmed seats
- Available power front passenger’s seat
- Available heated rear seats
- Standard automatic climate control

Safety and Driver Assist
- Standard rearview camera
- Available forward collision warning
- Available lane departure warning
- Available collision mitigation braking
- Available road departure mitigation
- Available adaptive cruise control
- Available low-speed follow
- Available lane keeping assist
Mazda3 4-Door

Mazda introduced the current 3rd-generation Mazda3 as a 2014 model. For 2016, Mazda3 receives packaging changes.

The Mazda3 4-Door is available in i Sport, i Touring, i Grand Touring, s Touring and s Grand Touring models.

Mazda3 i models are equipped with a 2.0-liter 4-cylinder engine, while Mazda3 s models have a 2.5-liter 4-cylinder engine.

Mazda3 i models offer a choice of a 6-speed manual or automatic transmission; Mazda3 s models are equipped with a 6-speed automatic transmission.

Mazda3 i has a starting MSRP of $18,545, while a fully loaded Mazda3 s Grand Touring 6-speed automatic with Technology Package is $29,095.

Pro Driver Perspective

Dynamically, the Mazda3 has great throttle response, but it is prone to brake fade after continuous hard braking or frequent brake application on a steep incline, for example. In addition, the Mazda3 seems to rely on the stability system to keep it under control at times.
Honda Civic over Mazda3 4-Door

Performance
- Better available city/highway/combined fuel economy

Technology
- Available Apple CarPlay™
- Available Android Auto™

Comfort
- Greater passenger volume
- More trunk room
- Available power front passenger’s seat
- Available heated rear seats
- Standard automatic climate control

Safety and Driver Assist
- Available road departure mitigation
- Available low-speed follow
- Available lane keeping assist
**Exterior Design**

**Front End**

- Civic has a lower, wider performance stance than its competitors, and its powerful grille, stylish headlights and bold front fascia emphasize its aggressive personality.
Competitive Stories

Side View

- Civic's athletic sport sedan styling is highlighted by a short front overhang, tires that fill the wheel wells, an aggressively sloped roofline, expressive character and contour lines, and a shorter rear deck. Civic's exciting design reflects its fun-to-drive performance.

- While styling is subjective, it's fair to compare. Redesigned for the 2014 model year, the Corolla already appears dated compared to Civic's dramatic design. The Sentra suffers from bland sedan styling and the Focus looks conservative compared to Civic's dynamic design.

Tail End

- The body-colored shark fin antenna, C-shaped LED taillights and hidden exhaust add sophistication to Civic's style. When compared to Civic, both the Corolla and Sentra feel more like economy cars.
Driver’s Cockpit

Front Seats

- Civic’s well-bolstered, supportive sport-type front seats invite more energetic driving compared to the seats in the Focus and Sentra, which offer less support.

- With available premium leather and stitching, Civic’s seats demonstrate quality craftsmanship. There is no comparison between the leather seats in the Cruze and the quality of the seats in Civic.

- While Civic sits lower than its competitors, it has the best forward visibility due to its low hood and reduced A-pillar thickness. The Sentra has a very high seating position, yet forward visibility is poor. In fact, Sentra drivers sit so high that they may feel like lowering the driver’s seat every time they get in the car.

- The shape of the upper front seats has been tapered to increase rear-seat passenger visibility and feeling of spaciousness.
Dashboard

- An available high-resolution 7-inch Display Audio touch-screen is elegantly integrated into Civic’s center stack. Intuitive and easy to use with pinch, swipe and tap functions, this premium feature provides high-tech interaction and connectivity through Apple CarPlay™ and Android Auto™. Compared to Civic, the Sentra has a 5.8-inch touch-screen, the Corolla has a 6.1-inch touch-screen display and the Jetta’s touch-screen is 6.3 inches.

- Civic’s available high-resolution instrument cluster is equally as impressive as the Display Audio touch-screen, especially when it animates at startup. The Jetta, Cruze and Elantra have conventional analog gauges.

- The dashboard’s sloping shape creates a feeling of spaciousness, while the Corolla’s slab-shaped dash can make occupants feel confined.
Cockpit Details

- Premium textures, materials and finishes give Civic’s cabin a high-quality look and feel. The Corolla does not feel premium like Civic; the Cruze uses a hodgepodge of materials, finishes and textures; and the Sentra doesn’t even feel like it belongs in the same class as Civic.

Center Console

- Civic features an easy-to-use electric parking brake, which is a premium feature for the compact segment. The electric parking brake frees up space for the largest-in-class 7.2-liter storage compartment. All Civic competitors use mechanical parking brake levers, which is why they only have small storage boxes.

- Civic’s 7.2-liter storage compartment provides unmatched levels of functionality and versatility. With the dual beverage holder removed, it can swallow a full-size iPad® (and you can still close the sliding armrest for security).

- While the sliding and removable dual beverage holder accommodates common cup and water bottle sizes, the storage compartment holds much larger containers, like a 32-ounce wide-mouth reusable water bottle. Simply slide the dual beverage holder rearward and set your drink down in the bottle holder at the bottom of the center console.

- Drivers of competitive models have to hold their oversized drinks.
Trunk
Cargo Space

• With a wider opening and lower liftover height, Civic fits more cargo in the trunk than the Corolla, Focus, Elantra and Mazda3. And specs on paper don’t tell the whole story when it comes to cargo area versatility. Civic’s 60/40 split fold-down rear seatback folds flat, which allows an 8-foot surfboard to fit flat inside the Civic. You can’t do this in the Corolla or Cruze, and an 8-foot surfboard won’t even fit inside the Focus.

• In keeping with Civic’s premium fit and finish, the trunk is fully lined for a finished look. This includes the extra detail of covering the trunk hinge mounts. The Corolla, Mazda3 and Jetta have exposed trunk hinge mounts, while the Jetta doesn’t include insulation on the inside of the trunk lid.
Civic LX Sedan

Engineering

- 2.0-liter, DOHC i-VTEC® 4-cylinder engine:
  - 158 horsepower @ 6500 rpm (SAE net)
  - 138 lb-ft of torque @ 4200 rpm (SAE net)
- Drive-by-Wire throttle system
- Eco Assist™ system
- 100K +/- Miles No Scheduled Tune-Ups
- 6-speed manual transmission
- Available continuously variable transmission (CVT)
- Hill start assist
- Electric parking brake with automatic brake hold
- MacPherson strut front suspension
- Multi-link rear suspension
- Front and rear stabilizer bars
- Variable-Ratio Electric Power-Assisted Rack-and-Pinion Steering (EPS)
- 4-wheel disc brakes
- 16-inch steel wheels with full covers
- P215/55R16 all-season tires

Safety and Driver Assist

- Advanced Compatibility Engineering™ (ACE™) body structure
- Vehicle Stability Assist™ (VSA®) with traction control
- Anti-lock braking system (ABS) with Electronic Brake Distribution (EBD) and Brake Assist
- Tire Pressure Monitoring System (TPMS)
- LED Daytime Running Lights (DRL)
- Dual-stage, multiple-threshold front airbags (SRS)
Model Line

- SmartVent® front side airbags
- Side curtain airbags with rollover sensor
- Multi-angle rearview camera with guidelines
- Driver’s and front passenger’s seat-belt reminder
- 3-point seat belts at all seating positions
- Lower Anchors and Tethers for CHildren (LATCH)

Features
- Automatic climate control
- Bluetooth® HandsFreeLink®
- 160-watt AM/FM audio system with 4 speakers
- Bluetooth® streaming audio
- Pandora® compatibility
- MP3/auxiliary input jack
- USB Audio Interface
- MP3/Windows Media® Audio (WMA) playback capability
- Speed-Sensitive Volume Control (SVC)
- Cruise control
- Multi-Information Display (MID)
- Steering wheel-mounted cruise, audio, phone and MID controls
- Power windows with auto-up/down driver’s window
- Power door locks with auto-lock feature
- Security system with remote entry
- Body-colored folding power side mirrors
- Expanded View Driver’s Mirror
- Multi-reflector halogen headlights with auto-off
- 2-speed intermittent windshield wipers
- Tilt and telescopic steering column
Model Line

- Driver’s and front passenger’s vanity mirrors
- Glove compartment
- Dual-deck center console storage with smartphone space
- Multi-functional center console storage with sliding armrest
- Front beverage holders
- Side door pockets with integrated beverage holders
- 12-volt power outlet
- Overhead interior lights
- Map lights
- Carpet floor mats
- Reclining front bucket seats with adjustable head restraints
- Driver’s seat with manual height adjustment
- Rear seats with adjustable head restraints
- Fold-down rear seatback
- Capless fuel filler

Available Honda Sensing™ features (CVT only):
  - Collision Mitigation Braking System™ (CMBSTM)
  - Adaptive Cruise Control (ACC) with low-speed follow
  - Forward Collision Warning (FCW)
  - Lane Departure Warning (LDW)
  - Lane Keeping Assist System (LKAS)
  - Road Departure Mitigation System (RDM)
Civic EX Sedan
adds to or replaces Civic LX Sedan features
- Continuously variable transmission (CVT)
- 16-inch alloy wheels
- Smart Entry and push button start
- 7-inch Display Audio with high-resolution WVGA (800x480) electrostatic touch-screen and customizable feature settings
- Driver Information Interface
- 180-watt audio system with 8 speakers
- SMS text message function
- Additional USB Audio Interface
- HondaLink® Next Generation
- Apple CarPlay™
- Android Auto™
- Honda LaneWatch™
- One-touch power moonroof with tilt feature
- Fold-down rear-seat center armrest with beverage holders
- 60/40 split fold-down rear seatback
- Auto-on/off headlights
- Variable intermittent windshield wipers
- Passenger-side seatback pocket
Model Line

Civic EX-T Sedan
Adds to or Replaces Civic EX Sedan Features
- 1.5-liter, turbocharged and intercooled DOHC 4-cylinder engine with direct injection:
  - 174 horsepower @ 6000 rpm (SAE net)
  - 162 lb-ft of torque @ 1700-5500 rpm (SAE net)
- 17-inch alloy wheels
- P215/50R17 all-season tires
- Remote engine start
- Dual-zone automatic climate control
- Heated front seats
- Heated side mirrors
- Fog lights
- HD Radio™
- SiriusXM® Radio

Civic EX-L Sedan
Adds to or Replaces Civic EX-T Sedan Features
- Driver’s seat with 8-way power adjustment
- Leather-trimmed seats
- Leather-wrapped steering wheel and shift knob
- Automatic-dimming rearview mirror
Civic Touring Sedan
Adds to or Replaces EX-L Sedan Features
- LED headlights with low and high beam
- Rain-sensing windshield wipers
- Front passenger’s seat with 4-way power adjustment
- Heated outboard rear seats
- 450-watt premium audio system with 10 speakers, including subwoofer
- Honda Sensing™ features:
  - Collision Mitigation Braking System™ (CMBS™)
  - Adaptive Cruise Control (ACC) with low-speed follow
  - Forward Collision Warning (FCW)
  - Lane Departure Warning (LDW)
  - Lane Keeping Assist System (LKAS)
  - Road Departure Mitigation System (RDM)


**Accessories**

**Exterior**
- 17-inch alloy wheels
- Body side molding
- Car cover
- Door edge guards
- Door visors
- Fog lights
- Moonroof visor
- Nose mask
- Rear bumper applique
- Rear decklid spoiler
- Rear wing spoiler
- Splash guard set
- Underbody spoiler kit*
- Wheel locks

**Interior**
- All-season floor mats
- All-season floor mats, high wall*
- Automatic-dimming mirror
- Cargo hook
- Cargo net
- Console illumination*
- Door sill trim, illuminated
- First-aid kit
- Interior illumination, blue LED
- Lower door garnish, chrome*
- Rear seat cover
- Trunk tray

**Electronics**
- Engine block heater
- Remote engine start system
- Wireless charger*

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* New for 2016.
## Exterior and Interior Colors

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<th>Teffeta White</th>
<th>White Orchid Pearl</th>
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<th>Modern Steel Metallic</th>
<th>Crystal Black Pearl</th>
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<td>Civic 1.5T EX-L CVT</td>
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<td>BK</td>
<td>BK</td>
<td>BK</td>
<td>BK</td>
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<td>BK</td>
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<tr>
<td>(FC1F7GKNW)</td>
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<tr>
<td>Civic 1.5T Touring</td>
<td>IV</td>
<td>BK</td>
<td>BK</td>
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<td>BK</td>
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<td>IV</td>
<td>BK</td>
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IV = Ivory  BK = Black  GR = Gray
## Competitive Comparison: 2016 Honda Civic LX

### Performance

<table>
<thead>
<tr>
<th></th>
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<th>2016 Toyota Corolla L</th>
<th>2015 Chevrolet Cruze L</th>
<th>2015 Ford Focus S</th>
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</thead>
<tbody>
<tr>
<td>Engine</td>
<td>2.0-Liter 16-Valve DOHC i-VTEC® In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>2.0-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
</tr>
<tr>
<td>Horsepower (@ rpm, SAE net)</td>
<td>158 @ 6500</td>
<td>132 @ 6000</td>
<td>138 @ 6300</td>
<td>160 @ 6500</td>
</tr>
<tr>
<td>Torque (lb-ft @ rpm, SAE net)</td>
<td>138 lb-ft @ 4200</td>
<td>128 @ 4400</td>
<td>125 @ 3800</td>
<td>146 @ 4450</td>
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<tr>
<td>Available Transmission</td>
<td>Continuously Variable</td>
<td>4-Speed Automatic</td>
<td>Not Available</td>
<td>6-Speed Automatic</td>
</tr>
<tr>
<td>Front Suspension</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
</tr>
<tr>
<td>Rear Suspension</td>
<td>Multi-Link with Stabilizer Bar</td>
<td>Torsion-Beam</td>
<td>Torsion-Beam</td>
<td>Multi-Link with Stabilizer Bar</td>
</tr>
<tr>
<td>Brakes (in)</td>
<td>11.1, Ventilated Front Disc; 10.2, Solid Rear Disc</td>
<td>10.8, Ventilated Front Disc; 9.1, Drum</td>
<td>10.8, Ventilated Front Disc; 10.5, Drum</td>
<td>10.9, Ventilated Front Disc; 8.9, Drum</td>
</tr>
<tr>
<td>Wheels (in)</td>
<td>16, Steel</td>
<td>15, Steel</td>
<td>16, Steel</td>
<td>15, Steel</td>
</tr>
<tr>
<td>EPA Mileage Rating—City/Highway/Combined (mpg)*</td>
<td>27/40/31 (2.0L 6MT); 31/41/35 (2.0L CVT)</td>
<td>28/37/31 (6MT); 27/36/31 (4AT)</td>
<td>25/36/29 (1.8L 6MT)</td>
<td>26/36/30 (2.0L 5MT); 27/40/31 (2.0L 6AT)</td>
</tr>
</tbody>
</table>

### Measurements

<table>
<thead>
<tr>
<th></th>
<th>2016 Honda Civic LX</th>
<th>2016 Toyota Corolla L</th>
<th>2015 Chevrolet Cruze L</th>
<th>2015 Ford Focus S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Volume (cu ft)</td>
<td>97.8</td>
<td>97.5</td>
<td>94.6</td>
<td>90.7</td>
</tr>
<tr>
<td>Trunk Volume (cu ft)</td>
<td>15.1</td>
<td>13.0</td>
<td>15.0</td>
<td>13.2</td>
</tr>
</tbody>
</table>

* Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle, driving conditions and other factors.
## Competitive Comparison: 2016 Honda Civic LX

### Performance

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>2.0-Liter 8-Valve SOHC In-Line 4-Cylinder</td>
<td>2.0-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
</tr>
<tr>
<td>Horsepower (hp @ rpm, SAE net)</td>
<td>145 @ 6500</td>
<td>130 @ 6000</td>
<td>115 @ 5200</td>
<td>155 @ 6000</td>
</tr>
<tr>
<td>Torque (lb-ft @ rpm, SAE net)</td>
<td>130 @ 4700</td>
<td>128 @ 3600</td>
<td>125 @ 4000</td>
<td>150 @ 4000</td>
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<tr>
<td>Available Transmission</td>
<td>6-Speed Automatic</td>
<td>Continuously Variable</td>
<td>6-Speed Automatic</td>
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</tr>
<tr>
<td>Front Suspension</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
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<tr>
<td>Rear Suspension</td>
<td>Torsion-Beam</td>
<td>Torsion-Beam</td>
<td>Multi-Link with Stabilizer Bar</td>
<td>Multi-Link with Stabilizer Bar</td>
</tr>
<tr>
<td>Brakes (in)</td>
<td>11.0, Ventilated Front Disc; 10.3, Solid Rear Disc</td>
<td>11.0, Ventilated Front Disc; 9.0, Drum</td>
<td>11.3, Ventilated Front Disc; 10.7, Solid Rear Disc</td>
<td>11.0, Ventilated Front Disc; 10.4, Solid Rear Disc</td>
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<tr>
<td>Wheels (in)</td>
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<td>16, Steel</td>
<td>15, Alloy</td>
<td>16, Steel</td>
</tr>
<tr>
<td>Tires</td>
<td>P195/65R15</td>
<td>P205/55R16</td>
<td>P195/65R15</td>
<td>P205/60R16</td>
</tr>
<tr>
<td>EPA Mileage Rating–City/Highway/Combined (mpg)*</td>
<td>27/37/31 (1.8L 6MT); 28/36/32 (1.8L 6AT)</td>
<td>27/36/30 (6MT); 29/39/33 (CVT)</td>
<td>25/34/28 (2.0L 5MT); 23/34/26 (2.0L 6AT)</td>
<td>29/41/33 (2.0L 6MT); 30/41/34 (2.0L 6AT)</td>
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### Measurements

<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td>Passenger Volume (cu ft)</td>
<td>95.6</td>
<td>95.9</td>
<td>94.1</td>
<td>96.3</td>
</tr>
<tr>
<td>Trunk Volume (cu ft)</td>
<td>14.8</td>
<td>15.1</td>
<td>15.7</td>
<td>12.4</td>
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</table>

* Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle, driving conditions and other factors.
### Technology

<table>
<thead>
<tr>
<th>Feature</th>
<th>2016 Honda Civic LX</th>
<th>2016 Toyota Corolla L</th>
<th>2015 Chevrolet Cruze L</th>
<th>2015 Ford Focus S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio and Connectivity Display (in)</td>
<td>5.0, Color LCD Screen</td>
<td>6.1, Color LCD Touch-Screen</td>
<td>5.0, Color LCD Screen</td>
<td>4.2, Color LCD Screen</td>
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<tr>
<td>Bluetooth® Hands-Free Phone</td>
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<td>Standard</td>
<td>Standard</td>
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<td>Bluetooth® Streaming Audio</td>
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<tr>
<td>Pandora® Compatibility</td>
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### Comfort

<table>
<thead>
<tr>
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<th>2016 Honda Civic LX</th>
<th>2016 Toyota Corolla L</th>
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<tr>
<td>Security System</td>
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### Safety and Driver Assist

<table>
<thead>
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<th>2016 Honda Civic LX</th>
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<tr>
<td>Forward Collision Warning</td>
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<tr>
<td>Lane Departure Warning</td>
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<td>Collision Mitigation Braking</td>
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<td>Road Departure Mitigation</td>
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<td>Passive Safety</td>
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### Technology

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### Comfort

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<tbody>
<tr>
<td>Security System</td>
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<td>Not Available</td>
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<td>Not Available</td>
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<td>Cruise Control</td>
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<tr>
<td>Automatic Climate Control</td>
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### Safety and Driver Assist

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Active Safety</td>
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</tr>
<tr>
<td>Forward Collision Warning</td>
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<td>Not Available</td>
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<td>Lane Departure Warning</td>
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<td>Collision Mitigation Braking</td>
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<td>Road Departure Mitigation</td>
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<tr>
<td>Driver Assist</td>
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<tr>
<td>Blind Spot Side Mirror</td>
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<tr>
<td>Rearview Camera</td>
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<tr>
<td>Adaptive Cruise Control</td>
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<td>Low-Speed Follow</td>
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<tr>
<td>Lane Keeping Assist</td>
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</table>
# Competitive Comparison: 2016 Honda Civic EX-T

## Performance

<table>
<thead>
<tr>
<th></th>
<th>2016 Honda Civic EX-T</th>
<th>2016 Toyota Corolla LE</th>
<th>2015 Chevrolet Cruze 1LT</th>
<th>2015 Ford Focus SE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Engine</strong></td>
<td>1.5-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.4-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
<td>2.0-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
</tr>
<tr>
<td><strong>Horsepower (at rpm, SAE net)</strong></td>
<td>174 @ 6000</td>
<td>132 @ 6 000</td>
<td>138 @ 4900</td>
<td>160 @ 6500</td>
</tr>
<tr>
<td><strong>Torque (lb-ft @ rpm, SAE net)</strong></td>
<td>162 @ 1700-5500</td>
<td>128 @ 4400</td>
<td>148 @ 1850</td>
<td>146 @ 4450</td>
</tr>
<tr>
<td><strong>Available Engine</strong></td>
<td>Not Available</td>
<td>Not Available</td>
<td>Not Available</td>
<td>1.0-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
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<tr>
<td><strong>Horsepower (at rpm, SAE net)</strong></td>
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<td>Not Available</td>
<td>Not Available</td>
<td>123 @ 6350</td>
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<tr>
<td><strong>Torque (lb-ft @ rpm, SAE net)</strong></td>
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<td>Not Available</td>
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<tr>
<td><strong>Standard Transmission</strong></td>
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<td>Continuously Variable</td>
<td>6-Speed Manual</td>
<td>6-Speed Automatic</td>
</tr>
<tr>
<td><strong>Transmission Available</strong></td>
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<td>6-Speed Manual</td>
<td>6-Speed Manual</td>
</tr>
<tr>
<td><strong>Front Suspension</strong></td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
</tr>
<tr>
<td><strong>Rear Suspension</strong></td>
<td>Multi-Link with Stabilizer Bar</td>
<td>Torsion-Beam</td>
<td>Torsion-Beam</td>
<td>Multi-Link with Stabilizer Bar</td>
</tr>
<tr>
<td><strong>Brakes (in)</strong></td>
<td>11.1, Ventilated Front Disc; 10.2, Solid Rear Disc</td>
<td>10.8, Ventilated Front Disc; 9.1, Drum</td>
<td>10.8, Ventilated Front Disc; 10.5, Drum</td>
<td>10.9, Ventilated Front Disc; 8.9, Drum</td>
</tr>
<tr>
<td><strong>Wheels (in)</strong></td>
<td>17, Alloy</td>
<td>16, Alloy</td>
<td>16, Alloy</td>
<td>16, Alloy</td>
</tr>
<tr>
<td><strong>Tires</strong></td>
<td>P215/55R16</td>
<td>P205/55R16</td>
<td>P215/60R16</td>
<td>P215/55R16</td>
</tr>
<tr>
<td><strong>EPA Mileage Rating—City/Highway/Combined (mpg)</strong></td>
<td>31/42/35 (1.5L CVT)</td>
<td>28/37/31 (6MT); 29/38/32 (CVT)</td>
<td>26/38/30 (1.4L 6MT); 26/38/30 (1.4L 6AT)</td>
<td>27/40/31 (2.0L 6AT); 29/40/33 (1.0L 6MT)</td>
</tr>
</tbody>
</table>

*Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle, driving conditions and other factors.*

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# Competitive Comparison: 2016 Honda Civic EX-T

## Performance

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Engine</strong></td>
<td>2.0-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
<td>2.5-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
</tr>
<tr>
<td><strong>Horsepower (@ rpm, SAE net)</strong></td>
<td>173 @ 6500</td>
<td>130 @ 6000</td>
<td>170 @ 4800</td>
<td>184 @ 5700</td>
</tr>
<tr>
<td><strong>Torque (lb-ft @ rpm, SAE net)</strong></td>
<td>154 @ 4700</td>
<td>128 @ 3600</td>
<td>184 @ 1500</td>
<td>185 @ 3250</td>
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<tr>
<td><strong>Available Engine</strong></td>
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<td><strong>Horsepower (@ rpm, SAE net)</strong></td>
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<tr>
<td><strong>Torque (lb-ft @ rpm, SAE net)</strong></td>
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<td>Not Available</td>
<td>Not Available</td>
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<tr>
<td><strong>Available Transmission</strong></td>
<td>6-Speed Automatic</td>
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<td><strong>Front Suspension</strong></td>
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<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
</tr>
<tr>
<td><strong>Rear Suspension</strong></td>
<td>Torsion-Beam</td>
<td>Torsion-Beam</td>
<td>Multi-Link with Stabilizer Bar</td>
<td>Multi-Link with Stabilizer Bar</td>
</tr>
<tr>
<td><strong>Brakes (in)</strong></td>
<td>11.0, Ventilated Front Disc; 10.3, Solid Rear Disc</td>
<td>11.0, Ventilated Front Disc; 9.0, Drum</td>
<td>11.3, Ventilated Front Disc; 10.7, Solid Rear Disc</td>
<td>11.6, Ventilated Front Disc; 10.4, Solid Rear Disc</td>
</tr>
<tr>
<td><strong>Wheels (in)</strong></td>
<td>17, Alloy</td>
<td>16, Steel</td>
<td>16, Alloy</td>
<td>18, Alloy</td>
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<tr>
<td><strong>Tires</strong></td>
<td>P215/45R17</td>
<td>P205/55R16</td>
<td>P205/55R16</td>
<td>P215/45R18</td>
</tr>
<tr>
<td><strong>EPA Mileage</strong></td>
<td>24/34/28 (2.0L 6MT); 28/38/32 (2.0L 6AT)</td>
<td>27/36/30 (6MT); 29/39/33 (CVT)</td>
<td>25/37/29 (1.8L SMT); 25/37/30 (1.8L 6AT)</td>
<td>25/37/29 (2.5L 6MT); 28/39/32 (2.5L 6AT)</td>
</tr>
</tbody>
</table>

* Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle, driving conditions and other factors.
## Competitive Comparison: 2016 Honda Civic EX-T

### Measurements

<table>
<thead>
<tr>
<th></th>
<th>2016 Honda Civic EX-T</th>
<th>2016 Toyota Corolla LE</th>
<th>2015 Chevrolet Cruze 1LT</th>
<th>2015 Ford Focus SE</th>
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<tbody>
<tr>
<td>Passenger Volume (cu ft)</td>
<td>95.0</td>
<td>97.5</td>
<td>94.6</td>
<td>90.7</td>
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<tr>
<td>Trunk Volume (cu ft)</td>
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<td>13.0</td>
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### Technology

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<tbody>
<tr>
<td>Audio and Connectivity Display (in)</td>
<td>7.0, Color LCD Touch-Screen</td>
<td>6.1, Color LCD Touch-Screen</td>
<td>7.0, Color LCD Touch-Screen</td>
<td>4.2, Color LCD Screen</td>
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<td>Android Auto™</td>
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<td>HD Radio™</td>
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<tr>
<td>SiriusXM® Radio</td>
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<td>Push Button Start</td>
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<td>Integrated Remote Engine Start</td>
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<td>Heated Front Seats</td>
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<td>Dual-Zone Automatic Climate Control</td>
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## Competitive Comparison: 2016 Honda Civic EX-T

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## Safety and Driver Assist

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<tr>
<td>Rear Cross Traffic Alert</td>
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<td>Adaptive Cruise Control</td>
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## Safety and Driver Assist

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<tbody>
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<tr>
<td>Lane Departure Warning</td>
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<td>Collision Mitigation Braking</td>
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<td><strong>Driver Assist</strong></td>
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<tr>
<td>Lane Watch Display</td>
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<td>Blind Spot Monitoring</td>
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<td>Rear Cross Traffic Alert</td>
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<tr>
<td>Adaptive Cruise Control</td>
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<td>Low-Speed Follow</td>
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<td>Lane Keeping Assist</td>
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## Competitive Comparison: 2016 Honda Civic Touring

### Performance

<table>
<thead>
<tr>
<th></th>
<th>2016 Honda Civic Touring</th>
<th>2016 Toyota Corolla S</th>
<th>2015 Chevrolet Cruze LTZ</th>
<th>2015 Ford Focus Titanium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Engine</strong></td>
<td>1.5-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.4-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
<td>2.0-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
</tr>
<tr>
<td><strong>Horsepower (at rpm, SAE net)</strong></td>
<td>174 @ 6000</td>
<td>132 @ 6000</td>
<td>138 @ 4900</td>
<td>160 @ 6500</td>
</tr>
<tr>
<td><strong>Torque (lb-ft @ rpm, SAE net)</strong></td>
<td>162 @ 1700-5500</td>
<td>128 @ 4400</td>
<td>148 @ 1850</td>
<td>146 @ 4450</td>
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<td><strong>Standard Transmission</strong></td>
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<td>Continuously Variable</td>
<td>6-Speed Automatic</td>
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<td>Not Available</td>
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<tr>
<td><strong>Front Suspension</strong></td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
</tr>
<tr>
<td><strong>Rear Suspension</strong></td>
<td>Multi-Link with Stabilizer Bar</td>
<td>Torsion-Beam</td>
<td>Torsion-Beam</td>
<td>Multi-Link with Stabilizer Bar</td>
</tr>
<tr>
<td><strong>Brakes (in)</strong></td>
<td>11.1, Ventilated Front Disc; 10.2, Solid Rear Disc</td>
<td>10.8, Ventilated Front Disc; 10.2, Solid Rear Disc</td>
<td>10.8, Ventilated Front Disc; 10.5, Solid Rear Disc</td>
<td>10.9, Ventilated Front Disc; 10.7, Solid Rear Disc</td>
</tr>
<tr>
<td><strong>Wheels (in)</strong></td>
<td>17, Alloy</td>
<td>17, Alloy</td>
<td>18, Alloy</td>
<td>17, Alloy</td>
</tr>
<tr>
<td><strong>Tires</strong></td>
<td>P215/70R17</td>
<td>P215/45R17</td>
<td>P225/45R18</td>
<td>P205/50R17</td>
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<tr>
<td><strong>EPA Mileage Rating</strong></td>
<td>31/42/35 (1.5L CVT)</td>
<td>28/37/31 (6MT); 29/38/32 (CVT)</td>
<td>26/38/30 (1.4L 6AT)</td>
<td>27/40/31 (2.0L 6AT)</td>
</tr>
</tbody>
</table>

* Based on 2016 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on how you drive and maintain your vehicle, driving conditions and other factors.
## Performance

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<tbody>
<tr>
<td><strong>Engine</strong></td>
<td>2.0-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC VVT In-Line 4-Cylinder</td>
<td>1.8-Liter 16-Valve DOHC Turbocharged In-Line 4-Cylinder</td>
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<tr>
<td><strong>Horsepower</strong></td>
<td>173 @ 6500</td>
<td>130 @ 6000</td>
<td>170 @ 4800</td>
<td>184 @ 5700</td>
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<tr>
<td>@ rpm, SAE net</td>
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<td><strong>Front Suspension</strong></td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
<td>MacPherson Strut with Stabilizer Bar</td>
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<tr>
<td><strong>Rear Suspension</strong></td>
<td>Torsion-Beam</td>
<td>Torsion-Beam</td>
<td>Multi-Link with Stabilizer Bar</td>
<td>Multi-Link with Stabilizer Bar</td>
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<tr>
<td><strong>Brakes (in)</strong></td>
<td>11.0, Ventilated Front Disc; 10.3, Solid Rear Disc</td>
<td>11.0, Ventilated Front Disc; 11.5, Solid Rear Disc</td>
<td>11.3, Ventilated Front Disc; 10.7, Solid Rear Disc</td>
<td>11.6, Ventilated Front Disc; 10.4, Solid Rear Disc</td>
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<td>17, Alloy</td>
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<tr>
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<td><strong>City/Highway/Combined (mpg)</strong></td>
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<td>29/39/33 (CVT)</td>
<td>25/37/29 (1.8L 5MT); 25/37/30 (1.8L 6AT)</td>
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<th>2015 Ford Focus Titanium</th>
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<td>Passenger Volume (cu ft)</td>
<td>95.0</td>
<td>97.1</td>
<td>94.6</td>
<td>90.7</td>
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<tr>
<td>Trunk Volume (cu ft)</td>
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<td>15.0</td>
<td>13.2</td>
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<td>6.1, Color LCD Touch-Screen</td>
<td>7.0, Color LCD Touch-Screen</td>
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## Competitive Comparison: 2016 Honda Civic Touring

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</tr>
</thead>
<tbody>
<tr>
<td>Passenger Volume (cu ft)</td>
<td>95.6</td>
<td>95.9</td>
<td>94.1</td>
<td>96.3</td>
</tr>
<tr>
<td>Trunk Volume (cu ft)</td>
<td>14.8</td>
<td>15.1</td>
<td>15.7</td>
<td>12.4</td>
</tr>
</tbody>
</table>

### Technology

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Audio and Connectivity Display (in)</td>
<td>4.3, Color LCD Screen</td>
<td>4.3, Color LCD Screen</td>
<td>5.0, Color LCD Touch-Screen</td>
<td>7.0, Color LCD Touch-Screen</td>
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<td>Premium Audio System</td>
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<td>Apple CarPlay™</td>
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<td>Android Auto™</td>
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</tr>
<tr>
<td>Navigation System</td>
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### Comfort

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</thead>
<tbody>
<tr>
<td>High-/Low-Beam LED Headlights</td>
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<tr>
<td>Leather-Trimmed Seats</td>
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<td>Power Driver’s Seat</td>
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<td>Power Front Passenger’s Seat</td>
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### Competitive Comparison: 2016 Honda Civic Touring

#### Safety and Driver Assist

<table>
<thead>
<tr>
<th></th>
<th>2016 Honda Civic Touring</th>
<th>2016 Toyota Corolla S</th>
<th>2015 Chevrolet Cruze LTZ</th>
<th>2015 Ford Focus Titanium</th>
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</thead>
<tbody>
<tr>
<td><strong>Active Safety</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forward Collision Warning</td>
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</tr>
<tr>
<td>Lane Departure Warning</td>
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</tr>
<tr>
<td>Collision Mitigation Braking</td>
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</tr>
<tr>
<td>Road Departure Mitigation</td>
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<tr>
<td><strong>Driver Assist</strong></td>
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<td></td>
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</tr>
<tr>
<td>Blind Spot Monitoring</td>
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<td>Not Available</td>
<td>Available</td>
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</tr>
<tr>
<td>Rear Cross Traffic Alert</td>
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</tr>
<tr>
<td>Adaptive Cruise Control</td>
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<tr>
<td>Low-Speed Follow</td>
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<tr>
<td>Lane Keeping Assist</td>
<td>Standard</td>
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TEST DRIVE TIPS

Scout a Course
Select a route that demonstrates Civic's dynamic strengths. Include a variety of elements, such as freeway on- and off-ramps, freeway driving and cornering, winding roads, city traffic, and uneven roads.

Drive Like a Pro
Sit in a professional driver’s position, with back straight and against the seat. Arms are slightly bent at the elbow, with the hands holding the wheel in the 9 and 3 o'clock positions. The right hand falls directly to the shifter. Legs are slightly bent when fully extended. Lap and shoulder belts are fairly tight.

Show Acceleration
Civic has powerful acceleration that you can feel from a stop or when merging onto the freeway.
- Merging onto the freeway demonstrates Civic’s excellent midrange acceleration.
- Point out Civic’s exceptionally quiet cabin.
- Have the customer drive the vehicle in Sport Mode if they have concerns about CVT performance.

Highlight Steering
Drive at lower speeds on winding roads or through a series of corners, and then at higher speeds on freeway ramps or sweeping turns. Note how Civic's advanced electric power steering feels responsive, direct and linear.
Test Drive Tips

Feel the Ride Quality
Choose a road with irregular or rough pavement to demonstrate Civic's premium levels of ride quality and comfort. The ultra-rigid body construction and sophisticated chassis design result in a quiet and comfortable ride.

Experience Handling
Drive on roads with transitional turns or S-curves, and take these turns at different speeds. Civic's rigid platform, independent multi-link rear suspension, and front and rear stabilizer bars provide agile and responsive handling with minimal body roll. Note the feeling of stability and security.

Demonstrate Braking
Demonstrate braking with a firm, lower-speed brake application. The 4-wheel disc brakes deliver exceptional stopping power, consistent braking performance, and a smooth and responsive brake feel.

Practice Fuel-Efficient Driving
Use the Eco Assist™ system and ECON button, which offer driver-selected fuel-efficiency features to help maximize individual fuel economy potential.

Pro Driver Perspective
Dynamically, Civic feels sporty and solid, with strong acceleration both off the line and at speed, confident braking, and responsive steering. Pair that with a smooth, comfortable ride and predictable handling, and you have balanced performance that sets Civic as the new benchmark in the class.
Honda Civic Sales Resources

Web-Based Training
Access web-based training through the Honda iN (www.in.honda.com):
- iN: Sales Portal > Learn > Online University > Latest Self-Study:
  - 2016 Civic Introduction and Delivery WBT
  - 2016 Civic Competitive Comparison WBT

Digital Facts Guide
Access the Digital Facts Guide in two ways:
- iN: Sales Portal > Sell > Vehicle Info > Facts Guide
- Smartphone or tablet: www.salestraining.honda.com

Frontline Newsletters
Access Frontline newsletters in two ways:
- iN: Sales Portal > Jumbotron > Frontline
- Smartphone or tablet: www.salestraining.honda.com

Mobile Assistant
Access the Honda Mobile Assistant in three ways:
- iN: Sales Portal > Sell > Mobile Assistant > Sales > Civic
- Smartphone or tablet: www.hondamobileassistant.com
- Smartphone or tablet: www.salestraining.honda.com

Personalized Settings
Access Personalized Settings through the Honda iN:
- iN: Sales Portal > Deliver > Perfect Delivery > Personalized Settings
Honda Civic Sales Resources

In-Car Technology Support
Access the In-Car Technology Support line by calling:
• (888) 528-7876

Honda’s YouTube Channel
View and share “how-to” videos with customers:
• www.youtube.com/user/Honda
Demonstrating Civic Technology

This card will help you improve the effectiveness of your product presentations and demonstrations, and improve customer satisfaction with the sales and ownership experience.

Demonstration Tips

Display Audio

Help customers set up their smartphones to take advantage of all Display Audio features:

• Install the HondaLink® app on the customer’s compatible smartphone.

• Install the Android Auto™ app on the customer’s compatible Android™ smartphone.

• Connect the customer’s smartphone via Bluetooth® HandsFreeLink® (not required to use Apple CarPlay™ or Android Auto™).

• Use the cable pass-through to route a USB cable from the phone in the center console’s upper tray to the USB port on the lower deck.

• Explain that the idea is to leave the USB cable plugged into the USB port and routed through the cable pass-through for convenience.

When pairing, the system asks if you want to turn on HondaLink® Assist (Civic EX and above models). This feature is also known as automatic collision notification. Describe this feature to customers:

• If the airbags deploy or a severe impact is detected, HondaLink® Assist automatically attempts to connect to an operator to request emergency assistance and report the vehicle’s location. It also allows occupants to talk to the operator.

• HondaLink® Assist operates when an airbag deployment sensor is triggered and a compatible phone with a good cellular connection is paired through Bluetooth® HandsFreeLink®.

Enable this feature if the customer wants it. It can also be enabled later using the Phone settings screen.

Demonstrate the operation of the volume bar on the left side of the steering wheel:

• Press the + and - sides of the bar, or swipe to increase or decrease the volume.

• A quick downward swipe mutes the volume.
Demonstrating Civic Technology

Honda Satellite-Linked Navigation System™
Make sure customers understand that the navigation system’s touch-screen functionality is limited while driving to help mitigate the potential for distracted driving. Demonstrate how to use navigation voice commands to set destinations when driving.

Demonstrate how to customize the screen interface:

• Select Home.
• Select Settings.
• Select System.
• Select the Others tab.
• Select Change Skin.

Note that some customizable feature options change after changing the screen interface design.

Climate Control Operation
On models with Display Audio, demonstrate how to use the touch-screen to adjust climate control settings:

• Select the Climate button to display the Climate screen.
• Demonstrate how to change the mode and fan speed using the touch-screen controls.

Explain that these settings can also be changed using climate control voice commands.

Honda Civic Personalized Settings
Complete the Honda Civic Personalized Settings worksheet with the customer and use it to personalize the vehicle to their preferences. Access the worksheet through iN:

• Sales Portal > Deliver > Perfect Delivery > Personalized Settings