
Press Information

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The New HONDA CIVIC

Honda will launch the new Civic at the IAA Frankfurt Motor Show in September. Developed specifically for the European market, the Civic will be offered exclusively as a five-door hatchback and will compete in the C-segment. It will reach European showrooms in early 2012.

In the build-up to the reveal of the new Civic, Honda is releasing a series of short form films detailing its development. The third of these films focuses on noise and refinement.

NEW HONDA CIVIC: *class-leading refinement*

One of the focuses of the development team for the new Civic was optimising the interior refinement. The engineers worked intensively to hone every detail of the design, build and aerodynamics. The results add to a car that is relaxing to drive on all roads and in all conditions.

The engineers have spent a lot of time testing the car in Europe, tuning the new Civic to suit the distinctive road conditions. The team used Honda's anechoic chamber in its R&D Facility in Swindon, England, to fine-tune the cabin insulation. One of the results of this research was to modify the design and construction of the roof lining, and how it interacts with the bodywork.

The new Civic's aerodynamic efficiency also plays a key role in maximising its refinement. Several members of the development team have Formula One experience, which they used to deliver a car that combines a low coefficient of drag with excellent high-speed stability. Hours of meticulous work in the Honda wind tunnel has improved performance, reduced fuel consumption and resulted in an exceptionally quiet interior.

"We did not improve the noise and refinement of the new Civic through just one technique," says Kazuo Sunaoshi, Development Leader – Chassis. "It was the accumulation of lots of little details. My big challenge was to match the noise and vibration levels of our European competitors. I am proud to say that we have achieved our goals."

Find out more by watching the new 'noise and refinement' film release. The film is hosted on an interactive media player where all the films will be shown and automatically updated. You can easily download films and images or even embed the whole player in your site

<http://multivu.com/players/English/51356-honda-motor-europe/>