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**For Immediate Release**

**Honda “Urban SUV Concept” Makes World Debut at the  
2013 North American International Auto Show**

***All-new Honda concept model previews addition to growing small-SUV segment  
and demonstrates Honda’s small-car expertise***

DETROIT, Jan. 14, 2013 – An all-new Honda “[Urban SUV Concept](#)” vehicle made its world debut today at the 2013 North American International Auto Show (NAIAS) in Detroit. The dynamic and youthful concept hints at the styling direction of an all-new small SUV slated to launch in Japan by the end of 2013, followed by the U.S. market in 2014.

“No one has had greater success with small cars than Honda, and this Urban SUV Concept will create new value in the growing small-SUV segment,” said John Mendel, executive vice president of sales at American Honda. “With the continued expansion of our North American manufacturing operations, we expect fuel-efficient and fun-to-drive ‘small’ cars to play a key role in meeting the needs of our customers in the U.S.”

The Urban SUV Concept is intended to provide the basis for a fun-to-drive and fuel-efficient small SUV with aspirational design, flexible packaging and next-generation connectivity targeting active lifestyle customers. The concept showcases clean and sophisticated styling, dynamic character lines and a strong stance, with hidden rear door handles giving the SUV a coupe-like presence. Measuring 169.3 inches long, the Urban SUV Concept is nine inches shorter than the Honda CR-V, making it the ideal size for navigating both crowded city streets and open mountain roads.

The Urban SUV Concept represents the expansion of vehicles based on Honda’s Global Compact Series, which includes the Honda Fit subcompact and the Honda City subcompact sedan, a model sold in markets outside the United States.

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### **All-New Small SUV Launching 2014**

Coming to the U.S. in 2014, an all-new small SUV based on the Urban SUV Concept will feature fuel-efficient Earth Dreams™ Technology and be priced and positioned below the CR-V within the Honda light-truck lineup. Part of Honda's Global Compact Series, and utilizing the Honda-original center-tank layout featured on the Fit, the model will include Honda's configurable Magic Seat® setup that can provide a host of passenger and cargo options, including a fold-flat mode for maximum cargo capacity. The all-new model will also feature next-generation telematics and a modern interior.

The small SUV will be manufactured along with the Fit at Honda's newest North American plant near Celaya, Mexico, expected to open in the spring of 2014. The growth and expansion of its small-vehicle lineup will help Honda double worldwide production of vehicles in its Global Compact Series to more than 1.5 million units by the end of 2016, and remain a global small-car leader.

### **About Honda**

American Honda offers a complete lineup of Honda cars, trucks and service through a network of over 1,000 Honda dealerships within the United States. In 2012, Honda marked 30 years of producing automobiles in the U.S., which began with the Accord in Marysville, Ohio in November 1982. Having produced over 23 million vehicles in North America, Honda currently operates 14 manufacturing facilities in the region, producing<sup>1</sup> a wide range of Honda automobiles, engines and transmissions.

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<sup>1</sup> Honda vehicles are produced using domestically and globally sourced parts

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