



Contact: Robyn Eagles
Honda North America
310.783.3163
robyn_eagles@hna.honda.com

Ryan Payne
The Enthusiast Network
949.705.3105
ryan.payne@enthusiastnetwork.com

HONDA CR-V NAMED 2015 MOTOR TREND SPORT/UTILITY OF THE YEAR

- *Refreshed CR-V chosen for its fuel economy, driving dynamics, long list of new safety features and overall refinement*
- *Noted for its new Touring trim with Honda Sensing safety and driver-assistive safety technologies*
- *America's best-selling SUV over the past decade*

NEW YORK, Oct. 15, 2014— The Honda CR-V has won *Motor Trend Sport/Utility of the Year* for 2015.

The CR-V claims the title with a long list of vehicle enhancements for 2015, including its improved fuel economy and uncompromised driving dynamics, thanks to the inclusion of Honda's Earth Dreams Technology™ powertrain, the launch of an all-new Touring trim, the debut of Honda Sensing™ assistive and driver safety technologies and the CR-V's excellent value for money paradigm.

Motor Trend editor-in-chief Ed Loh, said, "The 2015 Honda CR-V impressed our judges with its extensive list of delightful design and thoughtful engineering improvements. Our editors were especially impressed by Honda's responsive and efficient continuously-variable transmission and sophisticated safety systems – particularly the smart and seamlessly integrated Lane Keeping Assist system. Efficient, practical, and a joy to drive; the 2015 Honda CR-V does virtually everything well."

"It is an honor to receive such a prestigious award from the expert staff at *Motor Trend*," said Jeff Conrad, SVP & General Manager of Honda Division, American Honda Motor Co, Inc. "Our engineers, planners, and dealers work hard to deliver class leading products to our customers, and it's extremely rewarding to be recognized for that hard work. This award from *Motor Trend* reaffirms for us that we're meeting that goal."

In addition to the Honda CR-V, the 2015 *Motor Trend* Sport/Utility of the Year competition included 18 other all-new or significantly updated SUVs:

BMW X4	Lexus NX
BMW X5	Lincoln MKC
Cadillac Escalade	Lincoln Navigator
Chevrolet Tahoe	Mercedes-Benz GLA
Chevrolet Suburban	Nissan Rogue
Ford Expedition	Porsche Macan
GMC Yukon	Subaru Outback
GMC Yukon XL	Toyota Highlander
Jeep Cherokee	Volvo XC60

Motor Trend's Sport/Utility of the Year is not a comparison test, and is only open to all-new or substantially upgraded vehicles that have gone on sale in the 12 months from November 1 of the previous year.

To judge contenders for the award, *Motor Trend's* editorial staff conducted an exhaustive three-phase testing process. Phase one includes a full tech check and weigh-in, then full track testing to establish baseline data for acceleration, braking and handling. Phase two involves three days of road loops offering a range of road surfaces and traffic conditions to evaluate ride and handling, engine and transmission smoothness and responsiveness, wind and road noise and ergonomics. An off-road section tests traction, stability, and braking control systems. In the third phase the judges debate and deliberate. The judging criteria include the following categories:

Design Advancement - well-executed exterior and interior styling; innovative vehicle packaging; good selection and use of materials.

Engineering Excellence - total vehicle concept and execution; clever solutions to packaging, manufacturing and dynamics issues; cost-effective tech that benefits the consumer.

Performance of Intended Function - how well the vehicle does the job its planners, designers, and engineers intended it to do.

Efficiency - low fuel consumption and carbon footprint, relative to the vehicle's competitive set.

Safety - a vehicle's ability to help the driver avoid a crash, as well as the secondary safety measures that protect its occupants from harm during a crash.

Value - competitive price and equipment levels, measured against those of vehicles in the same market segment.

Priced from \$23,320, the CR-V is offered with a new Honda Earth Dreams Technology™ 185-horsepower, 2.4-liter direct-injected four-cylinder engine and CVT (continuously variable transmission). The CR-V can be had in either front- or all-wheel drive, and it earns best-in-class fuel economy, with an EPA-estimated 27 mpg city/34 mpg highway/ 29mpg combined for front-wheel-drive models, and 26/24/28-mpg for all-wheel drive.

The 2015 CR-V is expected to receive a Top Safety Pick+ (TSP+) award from the Insurance Institute for Highway Safety (IIHS), and its official safety ratings will be released later this year. The 2015 CR-V is manufactured exclusively for the North American market at Honda plants in the U.S., Canada and Mexico using domestic and globally sourced parts.

The recognition from *Motor Trend* validates the sales success of the Honda CR-V, which sold more than 300,000 units last year, and is on track to do the same in 2014. CR-V's strong sales performance has been a consistent triumph for the Honda brand since the vehicle's introduction, leading CR-V to become the best-selling SUV in the industry over the past decade.

For more information about the award, judging process, and the contenders check out the December issue of *Motor Trend* or visit www.motortrend.com.

Today, Honda is launching a 60- and 30-second anthem TV commercial, "[Music Festival](#)," with music by Portugal. The Man, a Honda Stage band, to launch the new 2015 CR-V. The commercial speaks to Gen Y and focuses on adults who are establishing themselves and are about to or in the midst of entering their next life stage. While embracing this rite of passage, these singles, couples and young families are still dreamers and doers that continue to make time for a fun, active and fulfilling life. The CR-V advertising campaign will be supported across network primetime and sports, digital, online video, social and print.

About Honda

Honda offers a full line of reliable, fuel-efficient and fun-to-drive automobiles for American car buyers through approximately 1,000 independent U.S. Honda dealers. The Honda lineup includes the Accord, Crosstour, Civic, Fit, CR-Z and Insight along with the Pilot, and CR-V sport-utility vehicles and the Odyssey minivan.

Honda has more models achieving an IIHS TOP SAFETY PICK+ rating than any other automotive nameplate.

Honda has been producing automobiles in America for more than 30 years and currently operates 16 major manufacturing facilities in North America. In 2013, more than 94 percent of all Honda vehicles sold in U.S. were made in North America, using domestic and globally sourced parts.

¹ Based on model year 2012 fuel economy data from the U.S. Environmental Protection Agency and its report: "Light-Duty Automotive Technology, Carbon Dioxide Emissions, and Fuel Economy Trends: 1975 Through 2013."

² Longevity based on IHS Automotive, Polk U.S. vehicles in operation registration statistics 1988-2012 for Honda and non-luxury competing brands.

About Motor Trend:

Motor Trend[®], a media brand of [TEN: The Enthusiast Network](#) was founded in 1949 and is internationally recognized as one of the leading brands in the automotive category.

The Motor Trend brand is comprised of Motor Trend magazine; the award-winning website [MotorTrend.com](#); Motor Trend Auto Shows; Motor Trend Audio; Motor Trend en Espanol; Motor Trend India; and the renowned Motor Trend Car of the Year, SUV of the Year, Truck of the Year, and Best Driver's Car awards programs.

About TEN: The Enthusiast Network:

[TEN: The Enthusiast Network](#) is the world's premier network of enthusiast brands, such as Motor Trend, Automobile, Hot Rod, Surfer, Transworld and GrindTV. With more than 50 publications, 60 websites, 50 events, 1000 branded products, the world's largest automotive VOD channel, and the world's largest action/adventure sports media platform, TEN inspires enthusiasts to pursue their passions. For more information, visit [www.enthusiastnetwork.com](#).

###