

THE LINK

SPRING 2017

Newsletter of the VERTU Honda Group



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Welcome



Chris Taylor



In 1973 Soichiro Honda set about launching the first Honda Civic. As I write to you now to welcome you to our 2017 edition of the Link Magazine some 44 years on we are very proud to be your local Honda dealer. We are excited too, the New tenth generation Civic is with us and our full launch activity is underway. It's an important year in our motorcycle dealerships too as the New 2017 Fireblade arrives this spring. The new model 25 years in the making from the original Fireblade which was launched back in 1992 is more than worthy of its iconic heritage and badging. On two wheels or four we truly believe we have a world class offering at Vertu Honda this year.

Throughout 2016 it's been a busy year for our teams at Vertu Honda. Amazingly it's over a year on now since we welcomed Nottingham, Derby and Stockton on Tees Honda dealerships to our group. We opened Morpeth Honda in Northumberland last August and you may well have witnessed refurbishments of our showrooms in Sunderland, Grantham, Boston and Lincoln have now been completed to create enhanced and comfortable surroundings when you visit us. Throughout 2017 Newcastle, Stockton on Tees, Derby and Nottingham will all complete refurbishments as will our Vertu Honda Bikes dealership in

Grantham. We hope you like our new look and what's more approve of the fantastic 2017 Honda product range, together with our wide selection of approved used cars and bikes we always carry in stock. All brought to you by warm, friendly, knowledgeable and above all professional teams local to you.

2016 saw an epic milestone reached for Honda Manufacturing worldwide. Honda Motor Co began production of its first automobiles back in 1963. Soichiro Honda was always relentless in his quest for engineering quality and the need for Honda to innovate and create products that its competitors can only imitate.

The three Joys were declared as a code for everyone involved in this great brand to live by – The Joy of buying, the joy of selling and the joy of creating. The next four decades saw many milestones reached among many the first Civic was launched in 1973, manufacturing plants were opened in the US in 1982 and the first NSX developed with Formula one legend Ayrton Senna was produced in 1990. Honda UK Manufacturing plant in Swindon was opened in 1992, the first CR-Vs were produced in 1995 with Jazz following in 2001. 2016 was a special year for many reasons not least the world's first production of the New Honda Clarity and worldwide production began on the New second generation NSX. It was also the year that Honda Automobile production reached a staggering cumulative production of 100 million units. All with the passion inherited

since Honda's foundation. Our chance at Vertu Honda to say a 100 million thanks to all of our valued Honda owners out there.

At Vertu Honda we are proud to be part of our local communities. This summer you will find us out and about at local shows such as Lincolnshire Show, Derbyshire Show, Northumberland Show, Stokesley Show, Heckington Show to name but a few. It's also great to be involved with local sports teams up and down the country. Our association with Newcastle Eagles in the British Basketball league is a winning one as is our support of British Superbike Rider Dan Linfoot. From Bowls clubs across Lincolnshire to the Doncaster Knights Rugby in South Yorkshire we see our business as all about people and partnership.

I hope that you can call in soon to see us. Our teams are on hand to provide expert advice and serve you as our most important guest. 2017 will be a very special year for Honda in the UK with offers that are market leading and the New Civic and Fireblade hitting our showrooms this spring. I personally assure you our best attention at all times that matches Honda's quest for excellence and above all exceeds your expectations.

The kettles on!

Chris Taylor
Managing Director – Vertu Honda



| | | | | | |
|--|---|--|---|--|--|
| 1973 - 1979 | 1980 - 1983 | 1984 - 1987 | 1988 - 1991 | 1992 - 1995 | 1996 - 2000 |
| | | | | | |
| First generation introduced Revolutionary CVCC engine Famous for its environmental credentials | "Super Civic" Increased engine power 4 door saloon introduced | "Wonder Civic" CRX Coupe introduced Shuttle introduced | "Grand Civic" Increased dimensions Full independent rear suspension | "Sports Civic" 2 door Coupe Revolutionary VTEC engine introduced | "Miracle Civic" Si Coupe introduced More aerodynamic |

INTRODUCING THE 2017

CIVIC

THE GAME CHANGER



The all-new tenth-generation Honda Civic represents a significant step forward for Honda in the C-segment, benefiting from the largest single model development programme in the history of Honda. The Civic is a familiar sight on the roads, being a best seller in the competitive family hatchback market for many years. It's at the heart of Vertu Honda and we are very excited to share it with you.

Building on its 40-year heritage, the car stays true to the original Civic concept of "a car for all people, a car for the world". It is a marriage of distinctive design, sporty styling and versatile practicality – with a renewed focus on rewarding driving dynamics.

DISTINCTIVE EXTERIOR DESIGN

The purposeful silhouette makes a confident statement about the Civic's sporty character. Wider, longer, and lower than any of its predecessors, the all-new Civic has short overhangs and taut lines that reference the high levels of aerodynamic efficiency.

ALL-NEW PLATFORM

The all-new Civic has been engineered from the ground up to fulfil the promise of agile and rewarding dynamics. A lightweight, highly rigid body shell – the product of innovative new engineering and construction techniques –

complements the lower centre of gravity and a sophisticated new suspension system in contributing directly to an engaging and fun driving experience.

REFINED INTERIOR WITH NEXT GENERATION INFOTAINMENT

The entirely new interior features a simple, uncluttered layout, new technologies, exceptional refinement and high-grade materials.

ALL-NEW VTEC TURBO PETROL ENGINES

The all-new Civic showcases two all-new VTEC TURBO petrol engines that have been developed specifically to deliver a powerful, engaging and efficient driving experience.

HONDA SENSING AS STANDARD

The Honda Sensing suite of advanced safety and driver-assistance technologies specified

across the range ensures the car is among the very safest in its class.

CLASS-LEADING INTERIOR SPACE WITH IMPROVED USABILITY

The all-new Civic is set to continue the model's reputation for providing class-leading practicality and unrivalled passenger and cargo space. High quality materials, a simple and sophisticated design theme, and new digital instrument display provide a fresh, premium interior ambience.

NEXT-GENERATION HONDA CONNECT DELIVERS ENHANCED, MORE INTUITIVE CONNECTED INFOTAINMENT

The new Civic is available with the second-generation of Honda's Connect infotainment and connectivity system, which offers enhanced intuitive operation and full smartphone integration via both Apple CarPlay® and Android Auto.

Prices start at a highly competitive £18,235 rising to £26,085 for the range topping Prestige model. Available at launch with a generous deposit contribution of £750 on Honda Aspirations and five years/62,500 servicing package for just £599, the Civic makes a compelling ownership proposition.

We have a range of demonstrators waiting to be driven. Experience the all new Civic for yourself. The skill of Hondas engineers has resulted in the 10th generation Civic being more than the sum of its parts. Come and experience the all new turbo petrol engines and be prepared to be impressed.



2001 - 2005



Class leading occupant space
Type R
Flat floor

2006 - 2011



Revolutionary Civic
Strong identity
16.5 million sold to date

2012 - 2015



Up to 78.5 MPG
Class leading aerodynamics
First turbo Type R

**THE CIVIC
2017**

Sold in over
170
countries

Average global
sales (2013-15)
620,000

Produced in
9 factories across
4 continents

**DISTINCTIVE
EXCITING REFINED**



TYPE R

HONDA CIVIC TYPE R WINS WHATCAR? READER AWARD



The British built next-generation Honda Civic Type R has won the coveted What Car? reader award and has been named as the most eagerly anticipated car launch of 2017.

Demonstrating its huge popularity, the Civic Type R took almost half of the votes and clinched the top spot in the poll compiled by

What Car? experts and voted for by the readers.

Made in Swindon, the next generation Civic Type R is set to go on sale in the latter half of this year and comes hot on the heels of the current car, which is expected to fast become a modern classic with only 2,500 on UK roads.

The launch of this latest Civic Type R comes as 2017 marks the 25th anniversary of the birth of the Type R badge. First seen on a NSX in 1992 in Japan and initially conceived for the race track, the Type R versions are special performance editions of the existing product line up and traditionally have a red Honda badge and Championship White paint as an option, as a tribute to their first winning F1 car.



HONDA LAUNCHES NEW SOCIAL CHANNEL ON DRIVETRIBE

Following the very positive review of the NSX on The Grand Tour recently, Honda UK has launched a new Social Channel in association with DriveTribe – the new social media network from Jeremy Clarkson, Richard Hammond and James May, hosts of the Amazon TV show.

DriveTribe is dedicated to motoring and is, in essence, a site where petrolheads can talk to each other! Made up of hundreds of different 'tribes' (or blogs), DriveTribe enables users to publish videos, pictures and articles about a given topic.

To join Honda's 'Tribe' and get all the latest from this exciting new Social Channel follow the link below and share on your social pages to spread the word

<https://www.drivetribe.com>

CIVIC TYPE R BLACK EDITION

Commemorating the last of the current Civic Type R to come off the production line, the Black Edition is limited to the last 100 cars and Honda is expecting it to become a true collector's item.

The Civic Type R Black Edition features a predominantly black interior with red accents which add to the premium cabin feel, while the exterior is differentiated from the standard version by red rear wing end plates on the spoiler.

A truly special way to mark the end of the production of the 9th generation Civic Type R. Call your local Vertu Honda dealership for further details, they won't be available for long.



BRIGHTLY COLOURED CARS ADD MORE THAN



JAZZ



We all need a little sunshine in our lives and the Jazz can certainly inject some into your everyday life.

Brightly coloured cars such as the new Honda Jazz could make all the difference between a good day and a bad one – in more ways than one.

The Honda Jazz is already one of the warmest and most cheerful cars on the road, thanks to its strong character, high levels of owner satisfaction and rewarding driving dynamics, but drivers who choose colours such as the

model's bold Sunset Orange and Attract Yellow Pearl are likelier to be happier – and safer – than most.

Psychologists have shown a strong link between colour and personality, with hues such as orange and yellow most popular with extroverts and satisfied people. According to the psychology website www.verywell.com orange is a colour that brings to mind feelings of excitement, enthusiasm, and warmth, while yellow is cheery and also warm.

But it's not only in terms of mood and cheerfulness that owners of brighter cars are

better off, with studies outlining some very clear safety benefits. In the biggest ever global insight into the relationship between accident rates and car colours, a report from Australia's Monash University, Melbourne, found that orange cars were statistically least likely to be involved in an accident, with other light or bright shades such as yellow, white and silver also faring well.

The colour isn't the only thing about the Jazz that will brighten your day, either, with prices for the award-winning supermini hatch starting at just £13,645 on-the-road, with finance deposits of £750 available on Honda Aspirations plus five years servicing for just £555 there is a lot to be happy about.

HONDA JAZZ WINS AT 2016 TELEGRAPH CARS AWARDS

The Honda Jazz has picked up the Best Small Hatchback at the 2016 Telegraph Cars Awards.

The latest incarnation of the Jazz builds on the strong reputation of its highly successful predecessors. The global car has sold over 5 million units worldwide since the first generation model was introduced in 2001.

What the judges said: "Many have tried to copy the Jazz's formula for success, but nothing does it quite so well. For a small car interior space is impressive, and Honda's reliability record is superb."



CR-V

CONTINUES TO DOMINATE



The CR-V is constantly at the top of the SUV sales charts, the combination of effortless performance, space and practicality, together with class leading levels of refinement, have made it a firm favourite.

Available in both two and four wheel drive, the CR-V offers a wide selection of models whether it be petrol or diesel powered, manual or automatic transmissions.

Refinement levels are car like. It is clear as soon as you drive the CR-V it is one of Hondas best offerings with an extremely refined and pleasant driving experience.

The CR-V is available with four generously equipped trim levels S, SE Plus, SR and EX and in both two and four wheel drive. The limited run Black Edition adds another option

to the range with styling and equipment enhancements to create a unique car, with the added incentive of 0% APR finance available on Honda Aspirations, for this limited edition model.

To experience the new CR-V for yourself simply visit your nearest Vertu Honda dealership.

Honda

PLATINUM BUSINESS PROGRAMME

Our dealerships are now part of the new Honda Platinum Business Programme specifically designed to offer businesses, and their drivers, a solution to their fleet requirements.

This sees a team of dedicated sales executives in each dealership who are able to look after any corporate enquiries. They can talk through the best options for individual circumstances and offer access to 48 hour test drives in a range of Honda demonstrators, allowing a full evaluation of the vehicle to take place.

To be eligible for an extended 48 hour test drive the driver(s) must work for, and be entitled to a company car, operated by a named fleet/business user.

For further information please call your local Vertu Honda dealership.



HONDA CR-V

2.0 I-VTEC BLACK EDITION 4WD 5DR

| 36 MONTHLY PAYMENTS | CASH PRICE | CASH DEPOSIT | AMOUNT OF CREDIT | GMFV/OPTIONAL FINAL PAYMENT | |
|---------------------|----------------------|-------------------|-----------------------|-----------------------------|----------------------------|
| £249 | £30,250 | £8,254.91 | £21,993.94 | £13,031.09 | |
| FEES | TOTAL AMOUNT PAYABLE | MILEAGE PER ANNUM | DURATION OF AGREEMENT | FIXED RATE OF INTEREST | REPRESENTATIVE APR (FIXED) |
| NIL | £30,250 | 10,000 | 37 Months | 0% | 0% |

We act as a credit broker and we are not lender. **Excess mileage charge of 8p per mile. Finance subject to status. A guarantee may be required. Terms and conditions apply. Unless otherwise stated, metallic paint at extra cost. Library image for illustration purposes only. #**Terms & conditions apply.

**Add 5 Years Servicing for £555#
Upgrade to 5 Year Care Plan for an additional £350***

To experience the new CR-V for yourself simply visit your nearest Vertu Honda dealership

HR-V



It's seventeen years since the original HR-V was launched. A quirky car which came to define the sector. The current HR-V has been massively successful, first unveiled at the Paris Motor Show in October 2014, the HR-V is Honda's entry into Europe's fast-growing small SUV segment. Since its UK debut in summer 2015 it has enjoyed considerable sales success.

One factor of its success is the Honda phenomenon of compact exterior dimensions

together with surprising, often mind blowing, levels of interior space and flexibility. The HR-V uses a central fuel tank location to maximise cabin roominess and has a unique exterior design which echoes that of a coupé, with sharp, dynamic lines that link the sleek upper body with the stable and planted lower body.

Available with a choice of petrol or diesel

engines, manual or automatic transmissions and an excellent model grade structure, the HR-V has something for everyone. Currently available with £500 deposit contribution on Honda Aspirations plus five years servicing package for just £555.

As always demonstrators are available at all of our dealerships.



FUTURE CHANGES TO ROAD TAX (VED)

In 2015 the Government announced that the way in which they charge Vehicle Excise Duty (VED) – also known as Road Tax, Car Tax, Road Fund License (RFL), the Tax Disc, Car duty – would change from 1st April 2017. This is known as 'VED Reform' and the DVLA will implement the change for all new car registrations from 1st April 2017.

- It will NOT apply retrospectively to vehicles registered before that date
- It will NOT apply to other vehicle types, e.g. Commercial Vehicles, Motorbikes, HGVs.

CURRENT VED RULES

- Currently, VED is based on the CO2 emissions of the vehicle
- The higher the CO2 emissions of the vehicle the more VED is due
- There is one rate for the first year (First Licence Rate) and another for the second and subsequent years (Standard Rate)
- The Standard Rate, like the First Licence Rate also increases with CO2 emissions.

NEW VED RULES

- From April 2017, the First Year Licence rate

of VED will continue to be related to the CO2 emissions of the vehicle but the bands will change and rates due will increase.

- In the second and subsequent years the 'Standard' rate of VED will no longer be related to CO2 but will be related to the list price of the vehicle
- For vehicles with 'List Price' of £40,000.00 or less, the rate will be £140
- For vehicles with 'List Price' over £40,000.00, an 'additional rate' of £310 (a total of £450) will be due for 5 years from end of the First Year Licence

Any new Honda registered from 1st April 2017 will have a higher rate of VED for its first year. See below.

| | Current first year rate | New first year rate | Rate 2 nd year onwards |
|---------------------------------|-------------------------|---------------------|-----------------------------------|
| Jazz 1.3 i-VTEC EX | £0 | £140 | £140 |
| Civic 1.6 i-DTEC SE Plus | £0 | £140 | £140 |
| HR-V 1.5 i-VTEC EX | £130 | £200 | £140 |
| CR-V 2.0 i-VTEC SE 4WD | £300 | £800 | £140 |

Clearly some of these changes are substantial and it presents an opportunity to reduce costs before the 1st April deadline. For further information please speak to your sales executive who will be more than happy to discuss the changes.



CIVIC £18,565 - £32,545

£3,000 deposit contribution on Honda aspirations.

Five years servicing £555 worth up to £1,430

FINANCE EXAMPLE - CIVIC 1.8 i-VTEC SE PLUS NAVI

| | |
|---------------------------------|------------|
| 36 monthly payments of | £259 |
| Cash price | £19,750 |
| Finance deposit allowance | £3,000 |
| Customer deposit | £1,809.30 |
| Amount of credit | £14,940.70 |
| Fees | £10 |
| Guaranteed minimum future value | £7,606.10 |
| Total amount payable | £21,749.40 |
| Duration of Agreement | 37 Months |
| Annual Mileage | 10,000 |
| Excess mileage charge | 5p |
| Representative APR | 5.9% |

Model Shown - Civic 1.6 SE Plus in Brilliant Sporty Blue

£500 deposit contribution on Honda aspirations.

Five years servicing £555 worth up to £1,430

FINANCE EXAMPLE - HR-V 1.6 i-DTEC SE Navi

| | |
|---------------------------------|------------|
| 36 monthly payments of | £229 |
| Cash price | £23,250 |
| Finance deposit allowance | £500 |
| Customer deposit | £5,934.94 |
| Amount of credit | £16,815.06 |
| Fees | £10 |
| Guaranteed minimum future value | £11,458.81 |
| Total amount payable | £25,707.35 |
| Duration of Agreement | 37 Months |
| Annual Mileage | 10,000 |
| Excess mileage charge | 6p |
| Representative APR | 5.9% |

Model shown: HR-V 1.6 i-DTEC EX in Milano Red



£18,695 - £26,305 **HR-V**

Terms and Conditions: New retail Jazz, Civic, HR-V, CR-V ordered from 1st February – 31st March 2017 and registered by 31st March 2017. Subject to model and colour availability. Offers applicable at participating dealers and are at the models purchased through Honda Aspirations. Honda Aspirations **Honda Aspirations (PCP):** Minimum customer deposit 0%, maximum customer deposit 30%. You do not have to pay the Final Payment if you return the car at the end of the required in certain circumstances. Finance is only available to persons aged 18 or over, subject to status. All figures are correct at time of publication but may be subject to change. Grantham Motor Company Limited are credit brokers, not ****5 Years' Servicing includes:** All scheduled servicing, as detailed in the vehicle's service book, will be covered for 5 years or 62,500 miles, whichever comes first. 5 Years' Servicing is optional. It is being offered for £555 including VAT (us package remains with the vehicle. VEHICLE SHOWN FOR ILLUSTRATION PURPOSES ONLY.

The 10th Generation
HONDA CIVIC
1.0 VTEC TURBO SE 5DR



| Deposit | 36 Monthly Payments of | Finance Deposit Allowance | | | | | | |
|------------|------------------------|---------------------------|-----------|----------------------|----------------|-----------------------|------------------------|----------------------------|
| £4,231.52 | £189 | £750* | | | | | | |
| Cash Price | Amount of Credit | Fees | GMFV | Total Amount Payable | Annual Mileage | Duration of Agreement | Fixed Rate of Interest | Representative APR (Fixed) |
| £18,335 | £13,353.48 | £10 | £8,469.28 | £20,264.80 | 10,000 | 37 Months | 5.68% | 5.9% |

We act as a credit broker and we are not lender. *Includes £750 Deposit Allowance Paid By Manufacturer. *Excess mileage charge of 5p per mile. Finance subject to status. A guarantee may be required. Terms and conditions apply. Unless otherwise stated, metallic paint at extra cost. Library image for illustration purposes only. #**Terms & conditions apply. Vehicle is available for March registrations. Officially on sale 18th March 2017

Add 5 Years Servicing for £599#
Upgrade to 5 Year Care Plan for an additional £350*



£3,000 deposit contribution on Honda aspirations.

Five years servicing £555 worth up to £1,430

FINANCE EXAMPLE - CR-V 1.6 SE PLUS 5dr non metallic

| | |
|---------------------------------|------------|
| 36 monthly payments of | £279 |
| Cash price | £26,560 |
| Finance deposit allowance | £3,000 |
| Customer deposit | £4,724.03 |
| Amount of credit | £18,835.97 |
| Fees | £10 |
| Guaranteed minimum future value | £11,506.08 |
| Total amount payable | £29,284.11 |
| Duration of Agreement | 37 Months |
| Annual Mileage | 10,000 |
| Excess mileage charge | 6p |
| Representative APR | 5.9% |

Model shown: CR-V 1.6 SE Plus in Lunar Silver

CR-V
£23,275 - £34,710



£13,645 - £16,755 JAZZ

£750 deposit contribution on Honda aspirations.

Five years servicing £555 worth up to £1,200

FINANCE EXAMPLE - JAZZ 1.3 I-VTEC SE

| | |
|------------------------------|------------|
| 36 monthly payments | £179 |
| OTR | £15,145 |
| Deposit | £3,382.12 |
| HUK Contribution | £750 |
| Amount of credit | £11,012.88 |
| Final Payment inc Option Fee | £6,085.16 |
| Total amount payable | £16,661.28 |
| Representative APR | 5.9% |
| Option to Purchase Fee | £10 |
| Annual Contracted Mileage | 10,000 |
| Excess mileage charge | 3p |
| Interest rate per annum | 5.68% |

Model shown: JAZZ 1.3 I-VTEC EX in Brilliant Sporty Blue

the promoter's absolute discretion. Not to be used along with any other offers currently available. **Honda Deposit contribution:** £750 Jazz, £500 HR-V, £3000 petrol Civic (exc 1.4 Sport & Type R), £3,000 CR-V (exc Black Edition), on the agreement and you have paid all other amounts due, the vehicle is in good condition and has been serviced in accordance with the Honda service book and the maximum annual mileage has not been exceeded. Indemnities may be payable by the customer. Credit provided by Honda Finance Europe Plc, Cain Road, Bracknell, Berkshire RG12 1HL. Honda Finance Europe plc is authorised and regulated by the Financial Conduct Authority, Financial Services Register number 312541. (Total cash value £1,200 Petrol, £1,430 Diesel including VAT, resulting in a £654 or £875 saving for the customer) and is available to finance or non-finance customers. Please note, should you sell the vehicle during the period of cover, the

**YES YOU CAN...
DRIVE AWAY IN A BRAND NEW HONDA JAZZ,
CIVIC OR CR-V WITH VERTU HONDA.**



**NIL Advance Rental available on the all new Honda Jazz and Civic,
CR-V Available from just £299**

In exchange for your Personal Independence Payment (formally DLA) you receive a brand new Honda, no insurance, servicing or road tax to pay, it's all taken care of. New to the scheme? Part exchange welcome. Please ask for details.



Fuel consumption figures for the Honda range in mpg (l/100km): Urban Cycle 23.2 – 70.6 (12.2 – 4.0), Extra Urban 40.4 – 85.6 (7.0 – 3.3), Combined 32.5 – 78.5 (8.7 – 3.6). CO2 emissions 201 – 94g/km. Fuel consumption figures sourced from official EU-regulated laboratory test results, are provided for comparison purposes and may not reflect real-life driving experience.

Offers are correct at the time of going to print however Honda (UK) reserves the right to change this offer at any time. Models subject to availability. Written details available on request. The facilities offered are for the hire of goods. The scheme is available to recipients of the Higher Rate Mobility Component of the Disability Living Allowance or War Pensioners Mobility Supplement. To qualify for this offer you must be in receipt of a minimum of 12 months allowance. Offer subject to change with Motability Operations Limited (Registered Company No. 1373876), City Gate House, 22 Southwark Bridge Road, London SE1 9HB. Promoter is Honda Motor Europe Limited trading as Honda (UK) at Cain Road, Bracknell, Berkshire RG12 1HL.

OUR PROMISE TO YOU – VERTU HONDA AFTERSALES CHARTER:

To Provide EVERY Vertu Honda customer with a Safe and Reliable Vehicle

Safe:

We will carry out a complimentary Vehicle Health Check and provide you with a full detailed report on the condition of your vehicle. Our technicians will also provide you with a video of the inspection procedure.

To receive a complimentary video of your vehicle health check please provide your service advisor with your email address or mobile phone number.

Reliable:

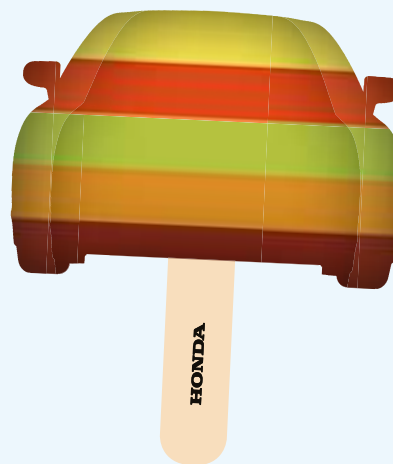
Our service team will give you professional advice on all the correct servicing and repair needs to ensure optimum performance and reliability.

Extended Guarantee – Receive all the benefits of a new car warranty by purchasing your extended guarantee before the vehicles 3rd birthday. This includes 5* European AA cover. To take advantage of this excellent peace of mind product please contact your service advisor who will be happy to help.

Purchase your extended guarantee by the 31st March 2017 and **save £100.**

RRP £399.00

stay cool this summer



WHY HAVE YOUR AIR CONDITIONING SERVICED?

- Air conditioning service is not part of your vehicles routine service and can therefore be easily overlooked.
- Your vehicle will be less fuel efficient if your air conditioning system is not functioning properly and running low on gas.
- Properly treated air conditioning can help reduce pollution and allergens from entering the vehicle interior.
- Malfunction air conditioning is most commonly rectified with a simple service and re-gas and this should be checked yearly.

Air Con Service including new oil only £65.00

We recommend a bacterial clean of your air conditioning system every 12 months

- This is strongly recommended to purify the air and reduce pollution expelled into the vehicle interior.

Anti-bacterial clean only £30.00

**Excludes per 2016 vehicles*

Vertu Honda is going Green –
To reduce the amount of paper work at handover we would like to offer our customers the option of receiving their invoice by email. Simply supply your email address on your next visit.

NEED TYRES – LOOK NO FURTHER THAN VERTU HONDA

It's a well-known fact that tyres are one of the most safety critical items on your car. It's important to have them checked regularly and replaced when the tread depth approaches anything less than 3mm.

We can offer free tyre checks, simply call to make an appointment. You will receive a full report on the condition of your tyres and if any are in need of replacement we can offer options to suit your requirements.

We offer a tyre price promise guarantee which means not only will you receive the very highest level of service, in a familiar Honda environment, with Honda technicians caring for your car, you will also be safe in the knowledge that the price you pay for a tyre will be competitive with the market.

If you are looking for tyres outside of our opening hours we have an on line tyre shop. www.tyreshop247.co.uk where you can obtain a quote and even book an appointment to have them fitted if needed.



DRIVE NOW PAY LATER

More than 50% of UK motorists cannot afford to pay for a £500 car repair bill. On all transactions between £80-£3,000 we can offer an interest free payment option spread over three equal payments. There is no cost to you just an affordable option to make any large bills easier to manage over a longer period, interest free.



**5 YEARS SERVICING
ON YOUR BRAND NEW HONDA
FOR ONLY**

£555 inc. VAT

We always want to give you the extra mile as standard. That's why we've created a Service Promise that we can be proud of and a service plan price that just makes sense:

Dealer servicing costs for the first 5 years:

| | YEAR 1: | YEAR 2: | YEAR 3: | TOTAL AFTER YEAR 3: | YEAR 3 POTENTIAL SAVING:** | YEAR 4: | YEAR 5: | TOTAL AFTER YEAR 5: | YEAR 5 POTENTIAL SAVING:** |
|--|---------|---------|---------|---------------------|----------------------------|---------|---------|---------------------|----------------------------|
| JAZZ 1.3 i-VTEC (Petrol) | £195 | £340 | £245 | £780 | £225 | £277 | £160 | £1,217 | £662 |
| CIVIC 1.4 i-VTEC (Petrol) | £195 | £265 | £245 | £705 | £150 | £202 | £260 | £1,167 | £612 |
| CIVIC / CIVIC Tourer 1.8 i-VTEC (Petrol) | £195 | £265 | £245 | £705 | £150 | £202 | £260 | £1,167 | £612 |
| CIVIC Type R 2.0T i-VTEC (Petrol) | £215 | £385 | £265 | £865 | £310 | £322 | £180 | £1,367 | £812 |
| CIVIC / CIVIC Tourer 1.6 i-DTEC (Diesel) | £215 | £285 | £375 | £875 | £320 | £222 | £245 | £1,342 | £787 |
| HR-V 1.5 i-VTEC (Petrol) | £195 | £340 | £245 | £780 | £225 | £297 | £180 | £1,257 | £702 |
| HR-V 1.6 i-DTEC (Diesel) | £215 | £285 | £375 | £875 | £320 | £222 | £245 | £1,342 | £787 |
| CR-V 2.0 i-VTEC (Petrol) | £215 | £285 | £265 | £765 | £210 | £222 | £280 | £1,267 | £712 |
| CR-V 1.6 i-DTEC (Diesel) | £215 | £285 | £375 | £875 | £320 | £222 | £245 | £1,342 | £787 |

Upgrade to our Customer Care Package for just an additional **£350** (Recommended Retail Price £850 giving an additional potential saving of £500). Giving you peace of mind for the next 5 years.



EXTENDED GUARANTEE – Starts when your 3 year / 90,000 mile (whichever comes first) manufacturer's warranty finishes, giving you a total of 5 years cover!



HONDCARE ASSISTANCE – Starts with your Extended Guarantee, giving you an additional 2 years cover, providing a total of 5 years UK and European Hondacare Breakdown and Roadside assistance!

MAKE SURE YOUR HONDA IS IN TIP TOP CONDITION WITH A POTHOLE CHECK

At this time of year they're almost impossible to avoid. After a long, cold winter there are even more than before. Every time you 'clonk' over one, the shock of hitting a pothole can affect your car's wheel alignment. This can, in turn, increase tyre wear, fuel consumption and compromise handling.

Here at Vertu Honda we have a solution. Our Pothole Check. Come in to see us, and our specially trained Honda technicians will look over, and under, your car, checking your wheel alignment.

Should your front wheels need re-aligning, we will let you know. As re-alignment involves quite a bit of work, this will cost £35. If we spot any other damage, we'll tell you the cost of any repairs and how long they'll take before doing any work. It's a sensible way to keep your Honda happy for longer.

To find out more, or to book your Pothole Check, please give us a call.

Recall and product updates – Visit HUK website and check to see if your vehicle has any outstanding recalls or product updates.

DAVID EARTH – MASTER TECHNICIAN GRANTHAM HONDA DEFLATION WARNING SYSTEM

A tyre deflation warning system, known as DWS, was first introduced by Honda on the 2009 model Civic and has since been added to 2010 onwards CRV, 2012 onwards Civic, 2013 CR-Z and is included on HR-V.

This system uses wheel speed sensors to monitor individual wheel speeds and detect large changes in tyre pressure as rotational speed is altered by rolling radius which is reduced when a tyre is under-inflated.

If a loss of pressure is detected then a dashboard warning lamp will be illuminated to indicate you may have one or more under inflated tyres.

False activations can occur for many reasons such as incorrect tyre size, load rating or speed rating; significant variation in tread depth across the same axle or differing tyre makes and models. The DWS light can also come on following long periods of wheel spin.



**Technicians
Corner**

THIS VOUCHER ENTITLES YOU TO 10% OFF ALL HONDA APPROVED ACCESSORIES PURCHASED BY 31ST MARCH 2017 (EXCLUDES PRO PACKS)



This voucher entitles you to 10% off all Honda Approved Accessories purchased by 31st March 2017 (Excludes Pro Pack)

Voucher must be presented at time of order. Offer subject to availability and may be withdrawn at any time.

VOUCHER MUST BE PRESENTED AT TIME OF ORDER. OFFER SUBJECT TO AVAILABILITY AND MAY BE WITHDRAWN AT ANY TIME.



CUSTOMER FOCUS

Update from our loyal customers

Stuart Graham – Vertu Honda Derby

Its always good to hear of customer experiences where both the Honda car and service received at Vertu Honda exceed expectations.

Stuart Graham has been a loyal Honda customer for ten years, having previously owned Accords and now the proud owner of both a Jazz and CR-V.

As the owner of a successful business Stuart is well aware of costs and indeed the pressures of time management. His Honda vehicles score highly in both areas with bullet proof reliability and affordable routine maintenance costs. Indeed in ten years with the brand he has never been let



down by a Honda or been faced with any significant maintenance expenses.

The main reason Stuart returns to Vertu Honda Derby, apart from the reliability of Honda vehicles, is the back up service he receives from Jeff Rex and his team, anybody can sell you a car but the after sales is the most important.

Stuart carries on to say "Jeff and his team are brilliant, they are always polite, friendly and your satisfaction in the work carried out is their priority. They make you feel welcome and talk you

through the work done when you collect your car, over the years I have come to trust them 100% and know if they say work needs doing it does. They are a credit to the Honda brand, I will be changing my CR-V later this year and Honda Derby will be the garage I buy it from. Jeff and his team are the Silent Salesmen".

We'd like to thank Stuart for his loyalty and extend praise to Jeff and his team for providing an excellent service each and every time a customer visits the dealership.

As you will be aware Vertu Honda is home to many long serving colleagues with a passion for all things Honda and providing the very best level of service to visitors to the business.

We were proud to give recognition to Andy Price, who works as a workshop controller at our dealership in Stockton. Over the last twenty five years Andy has seen many changes in terms of the cars passing through the workshop, the arrival of the first Honda diesel engine and hybrid, to the inclusion of radar technology on the majority of new cars to improve safety. He is part of a team with a staggering 173 years of experience with Honda between them.

We congratulate Andy on his twenty five years of service and look forward to an exciting future with Honda with the arrival of the all new Civic.

Pictured is Andy receiving his award from general manager Martin Boagey



VERTU HONDA SUPPORT CHILDREN IN NEED

A huge thank you to all of our colleagues and customers who generously supported our Children in Need fundraising efforts last November. All 15 of our dealerships took part and with the support of customers we raised just over £5,000, an impressive amount for such a worthwhile charity.

We even had a visit by Pudsey himself at Lincoln Honda and formed part of the live broadcast on BBC Radio Lincolnshire. Our team at Sunderland Honda deserve the biggest thank you after going for a swim in the North Sea to work up an appetite for cake later in the day.

We'll be supporting this years Children in Need day in November so if you'd like to get involved please visit your nearest dealership.



SUPPORTING THE COMMUNITY

VERTU HONDA GRANTHAM SUPPORT LINCOLNSHIRE ROTARY PURPLE BALL

Our car and bike dealerships in Grantham have generously supported this year's Purple Ball, organised by Lincolnshire Rotary Club, in aid of raising funds to help eradicate Polio, with the donation of a CRF50 motorbike

Peter Berry, who is one of Grantham Honda's best and longest serving customer is the Chairman for Rotary within Lincolnshire and is responsible for 11 clubs in and around the area.

The Purple Ball itself will be held at Arena UK in Allington, on the 10th of March, and is hoping to attract over 450 people.

Together with the CRF50 motorbike there are a number of other prizes being donated by local businesses. Your local Vertu Honda showroom has tickets for sale to support this very worthwhile event.

VERTU HONDA NOTTINGHAM SUPPORTS KEYWORTH UNITED FOOTBALL CLUB

Our dealership in Nottingham has teamed up with Keyworth United Football Club and sponsored one of their teams with a new kit. The club supports over 30 teams and has the fastest growing girls section in Nottinghamshire. The two year arrangement will see the team supported with a new kit and help provide additional training equipment. We wish the team well.

GREEN FINGERS AT VERTU HONDA BOSTON

Our dealership in Boston has donated a Honda Tiller to their nearby allotments on Wyberton Low Road.

Sue Gray, a customer of Boston Honda since 2010, with the help of Ian Shaw, has helped to transform the allotments from being half full to being over subscribed.

They are kind enough to drop in with all sorts of fruit and veg and as a way of thank you Boston Honda supply them with some tea and coffee. The tiller has come in particularly useful in helping prepare plots for new members, providing a blank canvas for the growing season ahead.



2017

A GREAT YEAR AHEAD

2017 marks an extensive overhaul of the model line up for the UK market. There really has never been a better time to get on two wheels.

An all new **CBR1000RR** Fireblade joins the upgraded SP and new SP2 versions to complete a trio of Fireblades that mark 25 years since the celebrated machine re-wrote the rules of the Super Sport segment. Its relentless focus on handling and agility under the mantra of 'Total Control' continues, with 90% of main components revised for a 16kg weight reduction to a class-leading 195kg. Coupled with an 8kW top end power boost, it improves the new Fireblade's power to weight ratio by 14%, to a level hitherto unseen in its history.

For 2017, the Fireblade now moves into 'Next Stage Total Control', with a comprehensive electronic control package featuring a new gyroscopic ABS system, Honda Selectable Torque Control, Selectable Engine Brake and Power Selector. All these parameters can be precisely adjusted with the Riding Mode Select System inspired by the RC213V-S street legal version of Honda's MotoGP machine.

Join our teams for their launch events, details will be posted on our Facebook page www.facebook.com/vertuhondabikes.

The **X-ADV** is a new breed of motorcycle that continues Honda's long tradition of finding innovative ways to create products that enhance and enrich its customers' lifestyles. It mixes rugged SUV style, off-road appeal and premium specifications. Powered by a torque-laden 745cc twin-cylinder engine driving through Dual Clutch Transmission.

The 4-cylinder naked **CB650F** continues the long Honda tradition of stylish middleweights with a highly-tuned balance between engine power and chassis handling. For 2017, it receives a range of updates that make it tougher and sharper, with a more aggressive streetfighter attitude.

The CB650F is joined by the **CBR650F**. Its redesigned fairing improves aerodynamic performance; styling, with an overall look and feel of the new 2017 CBR1000RR Fireblade.

It shares a range of performance upgrades with the CB650F, from revised brakes, Showa Dual Bending Valve front fork, LED head and tail lights to a more powerful engine - with a louder sound track.

Three important members of Honda's commuter range receive substantial upgrades for 2017.

The Vision now benefits from the use of Honda's eSP – enhanced Smart Power – engine, which improves torque and power throughout the rev range. Europe's best-selling premium 125 scooter, the Forza 125, has the addition of the Honda Smart Key system. The big-wheel, flat-floored SH125i – Europe's best-selling 125 scooter in 2016 – also adopts the Honda Smart Key system and a new design and LED head and tail light.

Whether new to biking or an experienced rider Vertu Honda Bikes has something to offer in 2017. The new ranges of bikes will be arriving throughout the year. Join us for our 2017 Fireblade launches, with special guests who will give an insight into the development of the bike and the preparation needed to turn it into a racing machine. Follow us on facebook www.facebook.com/vertuhondabikes or Twitter [@honda_bikes](https://twitter.com/honda_bikes) for regular updates.



ADVENTURE

The iconic Africa Twin continues its best selling run. The original Africa Twin was built for one goal, to win the Paris Dakar Rally, in 1986 it succeeded. It actually won four back to back titles. Today the Africa Twin you can ride is an incredible bike, equally at home on dirt or tarmac. Experience the world of adventure, book your test ride today.

Finance example:

Representative example based on annual mileage of 4,000 miles for: **Honda CRF1000L Africa Twin**

| | |
|---------------------------------|------------|
| 36 Monthly Payments Of | £119 |
| Cash Price | £10,849 |
| Deposit | £2,645.45 |
| Amount of Credit | £8,203.55 |
| Fee | £10* |
| Guaranteed Minimum Future Value | £5,099.32 |
| Total Amount Payable | £12,026.77 |
| Duration Of Agreement | 37 Months |
| Annual Mileage | 4,000 |
| Fixed Rate of Interest | 5.68% |
| Representative 5.9% APR (Fixed) | |

We act as credit brokers and we are not a lender. *£10 Option to purchase fee. Terms and conditions apply. Finance is only available to persons aged 18 or over, subject to status. A guarantee may be required. Written details on request. **Excess mileage charges of 6p per mile.



WE'VE PLANNED IT OUT FOR YOU

- Easy maintenance:** All planned in advance, with a full Honda service history to show for it
- Fixed price:** Once agreed the cost won't go up even if parts and labour do*
- Keeping it Honda:** Our trained technicians using the best equipment, fitting only genuine parts
- Pay however you like:** Monthly, or in one hit

AFFORDABLE SERVICING

We can offer service plans tailored to you and your bike. A plan can be created and the cost, fixed at today's rates, can be split into affordable monthly payments, interest free, meaning no nasty surprises. **Ask your service adviser for more details.**

HONDA SERVICE



We always want to give you the extra mile as standard. That's why we've created a Service Promise that we can be proud of.

Added Service

| | | |
|--|--|---|
| While you wait servicing | Software and product updates at no cost to you | Alternative transport options are available |
| Complimentary Vehicle Healthcheck on every visit | Refreshments while you wait | All under one roof, from servicing and repairs to Genuine Honda Accessories |

Honda Expertise

| | | | |
|---------------------|--|---|---|
| Genuine Honda Parts | Only Honda trained technicians work on your bike | 12 month workmanship guarantee on all repairs and servicing | A genuine Honda Service Book stamp may enhance the value of your bike |
|---------------------|--|---|---|

Extra Value

| | | |
|---|--|--|
| A Honda Extended Guarantee protects against unforeseen repair costs | We maintain clear and simple pricing on all services and repairs | We offer a range of flexible and fixed price service plans |
|---|--|--|

THE EXTRA MILE AS STANDARD

| | |
|---|--|
| Model Desc: CBR1000RR 1000 Fireblade eC-ABS 10 | Model Desc: CB125 125 F 125 Manual |
| Model Year: 2016 | Model Year: 2015 |
| Plan Details | |
| Start date: 20/01/2017 | Start date: 20/01/2017 |
| Up front amount: £134.86 | Up front amount: £0.00 |
| DD number of instalments: 34 | DD number of instalments: 34 |
| First DD instalment: £19.09 | First DD instalment: £40.68 |
| Then DD instalments of: £28.29 | Then DD instalments of: £14.04 |
| Total Cost: £1087.52 | Total Cost: £504.00 |
| Included Services | |
| Mileage Interval | Items Included |
| 600 | Engine Oil, Sump Washer |
| 2500 | Engine Oil, Sump Washer |
| 5000 | Engine Oil, Spark Plugs, Spark Plug Count, Sump Washer |
| 7500 | Engine Oil, Sump Washer, Oil Filter Gasket, Right Crankcase Gasket |
| 600 | Engine Oil, Oil Filter, Sump Washer |
| 8000 | Engine Oil, Oil Filter, Sump Washer |
| 16000 | Engine Oil, Brake Fluid, Oil Filter, Air Filter, Sump Washer |
| 24000 | Engine Oil, Antifreeze, Oil Filter, Sump Washer |



Emma Scott

A new year always brings with it a fresh burst of energy and that's certainly the case with Honda in 2017. We have multiple product launches across the car and motorcycle ranges.

2017 will be the year of the Civic, forty four years since the cars incarnation. The Swindon-built 10th generation Civic is the most important car launch in recent years. I encourage you to pay us a visit and experience the all new Civic for yourself.

2017 is the 25th anniversary of the launch of Fireblade. The iconic sports bike is totally new and looks set to dominate the Super Sports sector.

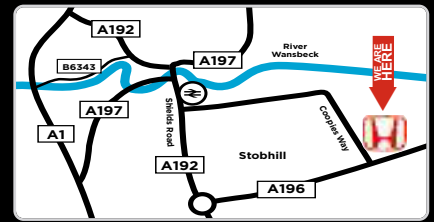
Just two Honda products that sit within a range of excellent class leading cars and motorcycles, with award winning reliability and a passionate team of professionals at Vertu Honda. We look forward to welcoming you in 2017.

Emma Scott – Divisional Marketing Manager

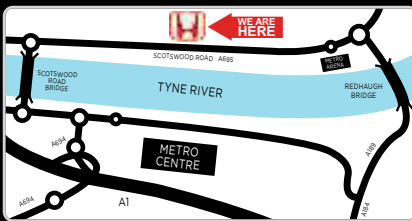


MANSFIELD – 01623 665 200
Southwell Road West, Mansfield,
Nottinghamshire, NG18 4LQ

FIND YOUR NEAREST VERTU HONDA DEALERSHIP



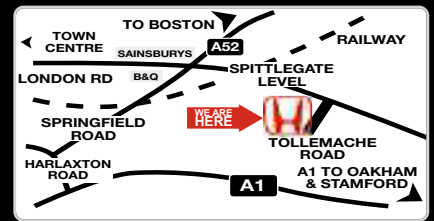
MORPETH – 01670 501 444
Coopies Lane, Morpeth NE61 6JW



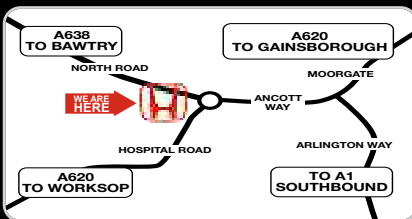
NEWCASTLE – 0191 272 2881
Scotswood Road, Newcastle Upon Tyne,
Tyne & Wear, NE4 7DF



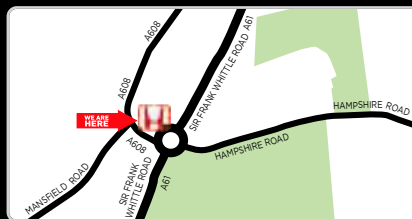
STOCKTON – 01642 866 660
Concorde Way, Preston Farm, Stockton on Tees,
Teesside. TS18 3SE



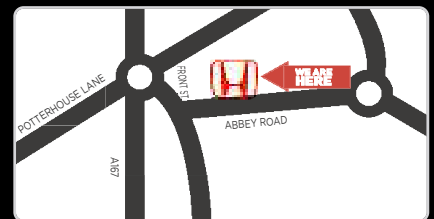
GRANTHAM CARS – 01476 575 777
GRANTHAM BIKES – 01476 576 111
Spittlegate Level, Grantham, Lincolnshire, NG31 7UH



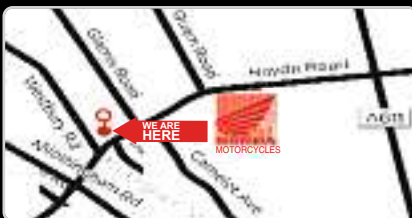
RETFORD – 01777 860 888
North Road, Retford, Nottinghamshire, DN22 7XQ



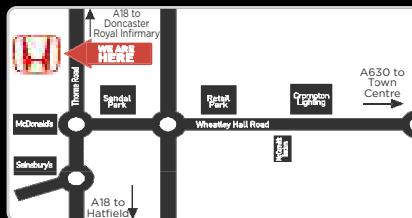
DERBY – 01332 343 444
Sir Frank Whittle Road, Derby, DE21 4SX



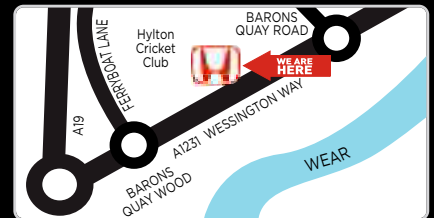
DURHAM – 0191 375 0500
1 Abbey Road, Durham, Co Durham, DH15DQ



NOTTINGHAM BIKES – 0115 845 4140
Haydn Road, Sherwood, Nottingham, NG5 1EA



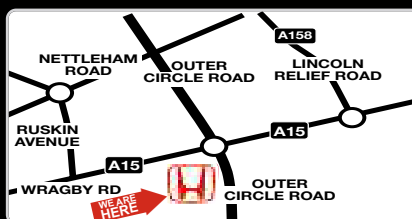
DONCASTER – 01302 360 055
Thorne Road, Doncaster, DN2 5DX



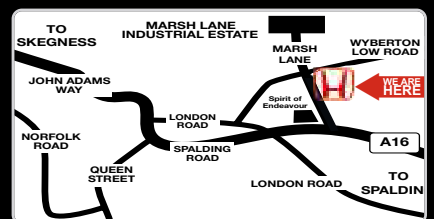
SUNDERLAND – Tel: 0191 516 0099
Wessington Way, Sunderland Tyne & Wear, SR5 3NX



NOTTINGHAM CARS – 0115 986 3222
Lenton Lane, Nottingham. NG7 2PT



LINCOLN – 01522 536 444
Outer Circle Road, Lincoln, LN2 4JA



BOSTON – 01205 319 199
Marsh Lane, Boston, Lincolnshire, PE21 7QS

