

**SPOTLIGHT ON YEOMANS HONDA GUILDFORD** **ST** advertising feature

# Try out the new Accord today at Yeomans Honda Guildford

by **Richard Yarrow**

IT'S a dog-eat-dog world out there for car manufacturers. There's around 35 mainstream companies in the UK, each competing for your hard-earned cash with scores of new models every year.

Every firm is trying to offer something that makes it stand out from the crowd, a unique selling point that will make its cars a hit. Design is part of that, and it's easy to be radical and create something that says "look at me!" But there's always a danger edgy styling will date quickly, putting future buyers off.

That kind of short-termism has never really been the Honda way. Take the all-new Accord. Even Honda admits it's not wildly different to look at from the outgoing model - it's what the industry calls "evolution not revolution".

The Accord's sales pitch to customers is a simple one - to be a family saloon and tourer estate with sporty styling, clean engines and excellent safety features, plus greater refinement and driving dynamics than ever before. In short, Honda wants the Accord to be an alternative to the premium players in the segment - the BMW 3-Series, Mercedes C-Class

and Audi A4. Does it succeed? Yes, it does.

Let's start with how it looks. To say it's just a revamped version of its predecessor is doing this car a disservice. It's a smarter, more modern interpretation and it's wider and lower to the road to give it a more purposeful stance. Both body styles get muscular lines around the bumpers and wheel arches, too.

Inside, the cabin is a huge leap forward in terms of layout, equipment and quality of materials. The front seats are exceptionally comfortable and supportive, a key selling point to company car drivers who are the biggest user group of cars like the Accord.

Under the bonnet is the choice of three engines that meet the latest emissions standards. There's 2.0 and 2.4-litre petrol units, but more popular will be the 2.2, an all-new i-DTEC diesel engine developing 150PS. In the Accord saloon it offers a 131mph top speed and 0-62mph sprint in 9.6 seconds.

There's also impressive fuel economy and low CO2 emissions, of 50.4mpg and 148g/km respectively. Honda's engineers have worked hard to improve its refinement, and it's one of the quietest oil-burning engines on sale anywhere today. What's



*Honda's new Accord is an excellent alternative to the premium players in its segment - the BMW 3-Series, Mercedes C-Class and Audi A4.*

more, it gives a driving experience that's a near-perfect blend of dynamic sportiness and comfort.

Honda's reputation for outstanding but practical technology in cars is second to none, and as you'd expect the Accord is packed with excellent gadgets.

explaining them all would take up most of this page, but one safety feature is worth noting. It's called Advanced Driver Assist System (ADAS), which is an option on EX and EX GT trim levels. It comprises three separate technologies; Lane Keeping Assist, which automatically pro-

vides tiny steering wheel inputs to keep you on course; Collision Mitigation Braking System, which can slow the car if a crash is imminent and is a first for the Accord and any of its rivals; and Adaptive Cruise Control, which governs speed in relation to other vehicles ahead.

All clever stuff, and part of the reason why the all-new Accord is now a genuine contender in this class.

To take a test drive and for more details contact Yeomans Honda Guildford at Pitch Place, Worplesdon, Guildford. Telephone 01483 234080.



**HONDA**  
The Power of Dreams



**DIFFICULT  
IS  
WORTH  
DOING**



**YEOMANS HONDA** Pitch Place, Guildford GU3 3LD. Call 0845 372 5502 or visit [www.guildford-honda.co.uk](http://www.guildford-honda.co.uk)

FUEL CONSUMPTION FIGURES FOR HONDA ACCORD 2.0 ES GT SALOON MANUAL IN MPG (L/100KM): URBAN 30.1 (9.4), EXTRA URBAN 47.9 (5.9), COMBINED 39.2 (7.2), CO<sub>2</sub> EMISSIONS 170 G/KM.