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# Press Information



## **Honda Launches its All-New 10<sup>th</sup> Generation Accord, With Advanced Technologies and Bolder, More Luxurious Design**

September 24, 2019 – Honda Cars Philippines, Inc. (HCPI), Honda’s automobile unit in the Philippines debuts the **All-New 10<sup>th</sup> Generation Honda Accord** at Blackbird Makati. Honda’s newest luxury sedan offers a premium and bolder design, a more powerful 1.5-liter VTEC TURBO engine and the advanced Honda SENSING safety technology.

Introduced in 1976, the Accord is Honda’s second longest running nameplate in its global lineup. With Likewise, it is one of Honda’s best selling model with 22.8 million units sold (as of July 2019) since 1976.

The 10<sup>th</sup> generation Accord was developed under the grand concept “**ABSOLUTE CONFIDENCE**”, aiming to be a captivating sedan for the next generation. The All-New Accord presents itself as the embodiment of what Honda stands for in innovation, safety and advanced technology, elevating further the image of what a midsize sedan should be.

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## EXTERIOR

Built on a new platform, the All-New Accord boasts a streamlined yet elegant overall exterior profile thanks to its now wider stance, lower roofline and a dramatically longer and lower hood. Upfront, Honda's signature chrome wing grille and streamlined wing-shaped headlights full-LED headlights with auto leveling and high beam features highlight the bold and upright front fascia. Combined with chiseled hood and LED fog lights the All-New Accord gets a very distinctive and aggressive presence on the road.

Continuing to the side, the All-New Accord's lower roofline and sharp upswept bodylines create a stylish yet dynamic appeal with its strong wheel arches and concave door panels further emphasizing its character lines. Completing the sleek and dynamic profile of the All-New Accord, an aggressive, cleverly designed and engineered 18-inch Noise-Reducing Alloy Wheels complete the commanding look.

At the rear, the brightly trimmed rear fascia is as athletic and energetically designed as the front end, with a slightly longer overhang. The C-shaped design of the LED taillights complements the design of the front LED DRLs and contribute to a distinct Accord appearance that is easy to spot on the road.

To further give the All-New Accord a sleek outlook, Honda adopted a laser brazing welding process for joining the roof and the side panels, which gives it an enhanced sophisticated look by creating a cleaner exterior appearance with no need for a garnish over the rain channels.

## INTERIOR

Inside of the All-New Accord boasts a larger, more premium and tech-savvy interior that compliments its elegant new body design and more refined and athletic driving character. With meticulous attention to the tactile and visual quality of materials used to elevate the overall premium feeling of the cabin, the All-New

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Accord is fitted with premium, high quality, and soft touch materials throughout the cabin with tasteful application of leather, wood and metal accents throughout.

The All-New Accord's wider body and longer wheelbase also contribute to its improved cabin space. This is noticeable at the All-New Accord's rear cabin wherein an additional 48mm of legroom now provides substantial comfort for the rear passengers. In addition, the All-New Accord now also gets an improved cargo capacity as it now boasts a 573-liter trunk space, 123 liters more than its predecessor thanks to its increased dimensions.

## **ADVANCED FEATURES**

With the goal of enhancing mobility through embodying Honda's latest advanced technology features, the All-New Accord implements an array of advanced technologies comparable to those found in vehicles from a class higher. These arrays of technological features not only elevate the All-New Accord in terms technological offerings but also taking driver and passenger convenience to a higher level.

For the main instrumentation, the All-New Accord comes equipped with a 7-inch Thin Film Transistor (TFT) display (left side) that can present a wide range of information and a speedometer on the right side of the instrument package. The TFT display presents various vehicle information with an upscale yet easy-to-read layout.

The All-New Accord now also sports a new 8-inch Display Audio system, which is one of the most advanced systems offered by Honda to date. The 8-inch touchscreen lets you control the vehicle's audio system, display settings, Honda SENSING functions and other advanced features through swipe, tap and pinch gestures. The intuitive and easy-to-use system has a simplified menu structure and customizable shortcuts for commonly used features and applications. This system also comes with Navigation and supports Apple CarPlay and Android Auto for a more intuitive smartphone connectivity while inside the All-New Accord.

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Other advanced convenience features such as Smart Key with Push Button Start and Remote Engine Start, Walk Away Auto Lock and Speed Sensing Door Lock functionality, Electric Parking Brake with Auto Brake Hold, Auto Dimming Rear View Mirror are also implemented in the All-New Accord.

## **HONDA SENSING AND SAFETY**

On top of the advanced convenience and safety features present in the All-New Accord and to further provide a higher standard of safety for both driver and passengers, The All New Accord now comes standard with Honda SENSING. Using cutting-edge sensing technologies, Honda SENSING system aids

the driver to prevent or effectively respond to dangerous driving situations. Honda's suite of driver assistive features provides an array of advanced safety features such as Collision Mitigation Braking System (CMBS), Adaptive Cruise Control (ACC) with Low Speed Follow (LSF), Lane Keeping Assist (LKAS), Road Departure Mitigation (RDM), and Auto High Beam.

Honda SENSING receives information from two different devices; one is a millimeter-wave radar that can be found in the front bumper and the other is a monocular camera mounted on the upper, inside part of the windshield. Both devices work simultaneously to monitor and assess various conditions in front of the vehicle and give feedback to the driver by providing corrective actions to aid in preventing the collision.

With Honda SENSING, Honda aims to provide a collision-free mobility and safety for everyone sharing the road.

Together with Honda SENSING, safety features such as six (6) airbags, Vehicle Stability Assist (VSA), Hill Start Assist (HSA), Anti-Lock Braking System (ABS) with Electronic Brake-force Distribution (EBD), Emergency Stop Signal, Front & Rear parking sensors, Multiview Reverse Camera w/ Guidelines, LaneWatch Camera and Straight Driving Assist come in standard with the All-New Accord.

## **POWERTRAIN**

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Powering the All-New Accord is a New 1.5-liter VTEC Turbo engine developed under Earth Dreams Technology. This new engine puts out a maximum power output of 190PS at 5,500 rpm and 243Nm of torque from 1,500 - 5,500 rpm. With its higher horsepower and torque output, the All-New Accord is at par if not more powerful compared its 2.4 Liter Naturally Aspirated predecessor. Power is transmitted through a Continuously Variable Transmission (CVT) developed based on Honda's Earth Dreams Technology. The engine and transmission provide responsive performance, acceleration and efficient fuel economy. To further enhance driving dynamics, Sport mode is now available which enhances the All-New Accord's throttle and steering response. This together with the CVT's paddle shifters give the driver a greater control over the vehicle's transmission operation and power delivery. At the same time, Honda's Eco Assist System, which consists of the ECON mode and Eco-Coaching Ambient Light, is still available to help encourage drivers achieve fuel-efficient driving.

The All-New Accord will be available at all 38 Honda Cars Dealerships nationwide with a suggested retail price of **Php 2,288,000** and will be available in three (3) colors namely; **Platinum White Pearl, Crystal Black, and Modern Steel Metallic.**

For more information on the All-New Accord and other Honda products, visit any of the authorized Honda Car dealerships today or you may visit the Honda Cars Philippines, Inc. official website at [www.hondaphil.com](http://www.hondaphil.com).