MARKHAM, ON (November 16, 2011) – All new for 2012, the fourth-generation Honda CR-V compact sport-utility vehicle (SUV) features an upscale styling direction, enhanced fuel efficiency, and added features and functionality as part of a “total package” approach designed to provide Canadians with best-in-class value. CR-V is scheduled to go on sale in Canada by early to mid-January 2012. Pricing is expected to be announced in mid December.

For the first time ever, all CR-Vs for the Canadian market will be built at the Honda of Canada Mfg. assembly facility in Alliston, Ontario. CR-V production will start in the Canadian plant in early 2012.

"Our current CR-V owners and those shopping for a fully featured compact sport-utility vehicle will love the new CR-V for its dynamic styling, increased cargo space and best-
in-class fuel economy," said Dave Jamieson, assistant vice president of the Honda Automobile Division at Honda Canada Inc. "And with new features such as SMS text messaging, Honda's new innovative Easy Fold-Down 60/40 Split Rear Seat and all-new Real Time All-Wheel-Drive (AWD) system with Intelligent Control, the new 2012 CR-V offers Canadians tremendous value."

The all-new 2012 CR-V introduces the latest evolution of Honda's successful CR-V formula. Compact on the outside and roomy inside, the CR-V represents an ideal balance for size and capability in Canada's compact SUV segment. The all-new five-passenger CR-V offers improved interior comfort, a smoother and quieter ride, and more features than the previous model, including the new innovative Easy Fold-Down 60/40 Split Rear Seat that only takes one hand to engage the one-step system.

Among the changes for 2012 is a more efficient engine design with improved horsepower and torque, as well as an all-new Real Time All-Wheel-Drive (AWD) system with Intelligent Control™. Powering CR-V is a 2.4-litre i-VTEC 4-cylinder engine with 185 horsepower and 163 lb.-ft. of torque, paired with a 5-speed automatic transmission. CR-V is available in either 2- or 4-wheel drive configurations. Estimated city/highway fuel economy ratings are best in class with 9.0/6.4 L/100km (2WD), and 9.2/6.6 L/100km city/highway (AWD)

Eco Assist, a new feature on the new CR-V, indicates to the driver when the vehicle is being operated in an efficient style via “green” visual cues surrounding the speedometer, and a selectable ECON Mode alters operating characteristics of the vehicle to support a more efficient driving style and assist in improving fuel economy, depending on driving style and conditions.

New for 2012 standard features include a Bluetooth® HandsFreeLink® phone interface (previously an available feature), a full-colour intelligent Multi-Information Display (i-MID) and a multi-angle rearview camera with a top view, 130-degree view or 180-
degree rear view for ease in backing up or parking. As a first for Honda, all 2012 CR-V models include an SMS text messaging function, which can read received texts from compatible cell phones aloud over the audio system and allow the CR-V’s driver to respond with any of six factory pre-set text messages.

The CR-V lineup starts with the CR-V LX model, now with more standard equipment for 2012. The CR-V LX is equipped with air conditioning, cruise control, rear privacy glass, Bluetooth HandsFreeLink, i-MID, remote entry, heated front seats, a 160-watt, 4-speaker audio system, and Motion-Adaptive Electric Power Steering (EPS).

The CR-V EX adds an upgraded six-speaker audio system, power moonroof, 17-inch alloy wheels, fog lights, body-coloured door handles and side mirrors, automatic dual-zone climate control, and more. The CR-V EX-L builds on the rich features of the CR-V EX and adds a leather-trimmed interior, 10-way power driver’s seat, a 360-watt 7-speaker audio system with XM® Radio, and more.

Available features for the Canadian-exclusive CR-V Touring model include a new Satellite-Linked Navigation System with Bilingual Voice Recognition™, roof rails, chrome door handles, auto-dimming rearview mirror, and “Touring” badge.

The 2012 CR-V body adopts a more dynamic and sophisticated appearance compared to the previous generation. The CR-V’s spacious interior layout is more accommodating with a roomy new centre console (now standard) and an overall lower cargo floor height for easy loading and unloading. The new Easy Fold-Down 60/40 Split Rear Seat makes accessing the full capability of the cargo area more convenient than traditional folding seats. Each side of the rear seat can fold nearly flat into the front of the cargo area using one of the release levers located near the tailgate or a pull-strap positioned on the seat side.

Every CR-V incorporates standard safety equipment such as Vehicle Stability Assist, an anti-lock braking system (ABS) with brake assist; side-curtain airbags; front-side airbags
with a passenger-side Occupant Position Detection System (OPDS); and a front seat design that can help reduce the severity of neck injury in the event of a rear collision. Honda’s innovative Advanced Compatibility Engineering™ (ACE™) body structure in the front of the vehicle helps make the vehicle highly effective at absorbing and dispersing the energy of a frontal crash.

Honda Canada has built more than 5 million cars and trucks since 1986 at its two vehicle assembly plants in Alliston, Ontario. An adjacent engine assembly plant produces 4-cylinder engines. All three plants have achieved zero-waste-to-landfill status as part of Honda’s environmental commitment to Canada. Honda Canada has invested more than $2.6 billion in Canada, and annually sources nearly $1.1 billion in goods and services from Canadian suppliers.

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