



MOTORINGextra

Compiled by David Tucker. Email: david.tucker@peoplenews.ie

Insightful Honda at reasonable price

HONDA says the launch of the new 'Insight' defines a new stage in the evolution of hybrid technology by utilising a more cost-efficient version of its Integrated Motor Assist hybrid technology.

Two options are available - the entry level SE has a recommended retail price of €22,378 and a higher specification ES of €23,374 (both prices include government VRT refund of €2,500).

The new Insight, which has just made its Irish debut, has been designed to offer a practical five-seat family car at an affordable price with excellent fuel economy and low CO2 and other emissions.

Honda's latest hybrid vehicle revives the 'Insight' nameplate which was first used in 1999.

It also marks a return for Honda to producing hybrids in a dedicated aerodynamic body, designed to optimise the performance of the efficient petrol-electric hybrid drivetrain.

The fuel economy (combined) is 4.4 l/100km, while CO2 emissions are as low as 101g/km. Honda has concentrated on developing a car that will deliver better fuel economy in the 'real world', taking into account the actual conditions in which the car will be driven by their customers.

Honda says it recognises that there are styles and techniques of driving that can be employed to take even greater advantage of the hybrid technology.

An Eco Assist system developed for the Insight will train drivers helping them achieve the best possible fuel economy.

The Insight's unique driver coaching system marks a new era of motoring where manufacturers and individual drivers share responsibility for their final fuel consumption.

Insight qualifies for additional VRT relief under the new government's scrappage scheme.

The Insight is Honda's first bespoke and affordable Hybrid vehicle as a viable competitor to existing Tax band A and B vehicles.

SPAREPARTS

IRISH Company Clear Sky Capital Investments (CSCI) has partnered with U.S. company Drive Safely Corporation (DSC), and has secured the European rights to a unique Anti-Messaging Technology (AMT) which will enable governments and mobile phone operators to come together to eradicate texting while driving and therefore reduce the number of accidents due to distracted driving.

THE SIMI says the motor industry plans to lobby the government to change the registration system for new cars, to avoid the concentration of sales every January.

CITROEN has formed a new Irish subsidiary, ahead of several new model launches this quarter. This follows Gowan Group's decision last year to give up the distributorship, although it retains the Peugeot side of the business.



Adrian Doyle, Managing Director of Universal Honda with Marie Doyle, Dealer Principal at Sarsley View Motors, Carbur at the launch of the new Honda Insight Hybrid