



Trident



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Civic 2012 Arrival



Our first 2012 Honda Civics have arrived, and are being prepared ready for customer demonstrations. Nearly all of the body components on the new 2012 Civic have been redesigned with particular focus on ride and handling, reduced CO2 emissions, design and interior quality, while retaining the class-leading cabin, boot space and practicality. If you'd like to drive the new 2012 Civic, please visit our 2012 Civic page for details, or call us at Weybridge on 01932 858811 or Ottershaw on 01932 874411.

<http://trident.eu.com/2012civic>

New NSX Concept



We have today published a new page dedicated to the Honda NSX concept car, including a phenomenal video. We can't help getting excited about this new hybrid supercar.

<http://trident.eu.com/hondansx>

AutoSocks for Snow and Ice



Trident now stock AutoSocks. Approved by Honda, AutoSocks are a cost-effective alternative to snow chains and they really do

work far better than you might expect and are staggeringly easy to fit. Easily stored inside your spare wheel, why not purchase a pair and be ready for anything.

<http://trident.eu.com/autosocks>

Latest Offers at Trident Honda



We have now published our Latest Offers, with most Honda models enjoying a choice of either 2 or 3 of the following promotions:

- 4 Years' Servicing and 4 Years' Roadside Assistance
- 4th Year Extended Honda Happiness Guarantee
- 3 Years' 6.4% PCP with 0% Deposit
- 2 Years' 0% HP with 35% Deposit
- Complimentary Road Tax (varies by model)
- £300 Insurance Contribution

Even the new 2012 Civic will enjoy a choice of either 3 Years' 6.4% PCP with 0% Deposit or 2 Years' 0% HP with 35% Deposit.

*Varies by model, terms and conditions apply, please see the relevant Latest Offers page for details.

<http://trident.eu.com/latestoffers>

Shell Motorist Smartphone App



We are pleased to announce the launch of the new Shell Motorist app for iPhone and Android mobiles.

The app helps you to find Shell stations anywhere in the country when you need to fill up and get the right fuel, as well as helping you

plan your journey. You can find out what fuels and facilities are available and in the UK as a Shell Drivers' Club Member you can check your loyalty scheme points and transactions and receive offers. Finally, you can keep on top of your vehicle's maintenance by setting reminders to alert you when your vehicle tax, insurance, servicing or annual check-ups are due.

The app is available for download at:

<http://www.shell.co.uk/motoristapp>

Production starts for the new Honda Civic 2012



Honda has now started production of the new Civic, as normal production resumes at its Swindon car plant with the creation of 500 new jobs.

Prime Minister David Cameron said, "This is great news and a tremendous boost to the workforce, the car industry and UK manufacturing. Honda is contributing to a real renaissance in the UK automotive industry." Adding to the new Civic and the already successful Jazz, next year will see the mass production launch of the new CR-V along with the production introduction of a small diesel engine also to be produced at Swindon. Production volume of cars for 2012 is forecast to double to 180,000 units.

Honda Exhibits World Premiere of EV-STER - the next-generation electric small sports concept



EV-STER (Small Sports EV)

2011.11.30

Honda exhibited the world premiere of the EV-STER, the next-generation electric rear-wheel-drive two-seater convertible concept sports car, at the December 2011 Tokyo Motor Show.

The adoption of carbon materials made it

Honda Exhibits World Premiere of EV-STER - the next-generation electric small sports concept (Continued...)

possible to reduce the vehicle weight contributing to the vehicle's high driving performance and range of approximately 160km.

The easy-to-operate twin-lever steering was adopted for the thorough pursuit of the joy of driving. Moreover, the new concept model enables the driver to make their own adjustments to some vehicle characteristics such as motor output and suspension settings.

The instrument panel features not only meters, but also the vehicle information display as well as the network display used for the audio, navigation systems and internet access.

Key specifications of the EV-STER:

- Maximum speed - 160km/h
- Acceleration - (0-60km/h) 5.0 sec
- Range - Approximately 160km (JC08 mode)
- Battery - 10kWh lithium-ion battery
- Charging time - under 3 hours

Honda remains committed to developing sports models beyond the expectations of its customers and offering exciting and thrilling mobility products.

Woking Hospice raffle winner collects his brand new Jazz



The lucky winner of the 2011 Woking and Sam Beare Hospices raffle, Ray Newman, recently collected his brand new Honda Jazz 1.2-litre S with air conditioning, worth £12,435.

"I was totally lost for words when I found out the good news that I had won first prize," said a delighted Ray, from West Drayton, Middlesex. "My cousin passed away at Woking Hospice so I know how dedicated the team is. I thank them and Trident Honda for this magnificent prize."

Richard Roberts, Managing Director of Trident Honda, was delighted to welcome Ray as a new customer. "The Honda Jazz is a fantastically versatile supermini and its reputation for outstanding reliability means it will give him many years of wonderful service."

He added: "Everyone at Trident Honda is proud to be associated with an event which local people have again supported so generously. This year's raffle has raised more than £60,000."

New U.S. Honda CR-V debuts at LA Auto Show

Honda has unveiled the U.S. version of the fourth-generation 2012 Honda CR-V at the LA Auto Show. The European version of the fourth-generation CR-V, developed and designed specifically for the European market, will be launched in Autumn 2012 and will be produced at Honda's UK manufacturing facility in Swindon. Further details of the new European CR-V will be announced closer to the



launch.

Honda Unveils All-New ASIMO Humanoid Robot



Honda has unveiled an all-new ASIMO humanoid robot with a world-first technology allowing ASIMO to move without being controlled by an operator. With significantly improved intelligence and the physical ability to adapt to situations, the all-new ASIMO has taken a step forward from being an 'automatic machine' to an 'autonomous machine'.

· Advanced intelligence capability
Honda has developed a new system that is key for advanced intelligence. The new system continuously evaluates the input from multiple sensors, predicts the situation and then determines the behaviour of the robot. With this technology ASIMO is now capable of responding to the movement of people and the surrounding situations. For instance, ASIMO can now predict the direction a person will walk and quickly determine an alternative path to take if a collision is detected. This technology also enables ASIMO to recognise faces and voices.

· Advanced physical ability
The combination of strengthened legs, an expanded range of leg movement and a newly developed control technology enables ASIMO to change landing positions mid-movement. This new agility also gives ASIMO the flexibility to adapt to changing situations so that it can walk on uneven surfaces.

· Improved task-performing ability
Honda has developed a highly functional compact multi-fingered hand, which has a

tactile sensor and a force sensor imbedded on the palm and in each finger. Combined with the object recognition technology, this multi-fingered hand enables the all-new ASIMO to perform tasks with dexterity, such as picking up a glass bottle and twisting off the cap, or holding a soft paper cup without squashing it. Moreover, ASIMO is now capable of making sign language expressions which require the complex movement of fingers.

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