

YOUR SPECIAL INVITATION
DEALER NAME

BIG RED DEMO DAYS
THURSDAY, MARCH 12 - SATURDAY, MARCH 14
TAKE A TEST DRIVE! FREE FOOD & DRINKS! DOOR PRIZES!

3 DAYS ONLY!

Don't miss out on your special invitation to demo one of the hottest MUVs ever built!



AS LOW AS
0.99%
FIXED APR*

FOR UP TO 36 MONTHS
ON '09 BIG RED MODELS



CHECK OUT OUR HUGE SELECTION OF BIG RED ACCESSORIES!

honda.com BE A RESPONSIBLE RIDER. ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING AND PLEASE RESPECT THE ENVIRONMENT. OBEY THE LAW AND READ YOUR OWNER'S MANUAL THOROUGHLY. Multi-purpose Utility Vehicles can be hazardous to operate. For your safety, be responsible. Always wear a helmet, eye protection and appropriate clothing. Always wear your seat belt and keep side nets and doors closed. Avoid excessive speeds and be careful on difficult terrain. All MUV drivers and passengers should watch the safety video "Multipurpose Utility Vehicles: A Guide to Safe Operation" and read the owner's manual before operating the vehicle. Never drive under the influence of drugs or alcohol, on public roads or with more than one passenger. Big Red is only for drivers 16 years and older. Driver and passenger must be tall enough for the seat belt to fit properly and to brace themselves with both feet firmly on the floor. Passenger must be able to grasp the handhold with the seat belt on and both feet on the floor. Respect the environment when driving. *0.99% Fixed APR financing available for customers who qualify for super preferred credit tier up to 36 months through Honda Financial Services. Payment example: 36 monthly payments of \$28.20 for each \$1,000 financed. Offer good on new and unregistered 2009 Big Red models, 2009 and prior AquaTrax models and 2008 and prior Gold Wing models. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. Check with participating Honda dealers for complete details. Offer expires 4/30/09. Prices do not include tax, title, license and other fees. See dealer for details. Professional riders shown on closed courses. Big Red™, Hondamatic™, Honda Genuine Accessories™, Best on Earth™ and Performance First™ are registered trademarks of Honda Motor Co., Ltd. ©SAAL Publishing Co., 6528 Constitution Drive, Fort Wayne, IN 46804, 866.722.5123. Printed in U.S.A. (2/09)

20% OFF
ALL IN-STOCK
BIG RED
ACCESSORIES



DEALER
NAME OR LOGO



Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. No special orders. Offer expires 3/31/09.

FREE
BIG RED COVER
WITH PURCHASE OF A BIG RED



A \$125
VALUE!

DEALER
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Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. No special orders. Offer expires 3/31/09.

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2009 **BIG RED™**

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DEALER NAME
BIG RED
DEMO DAYS

THURSDAY, MARCH 12 - SATURDAY, MARCH 14, 2009



WELCOME TO BIG RED COUNTRY.

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BIG RED
DEMO DAYS
MARCH 12 - 14, 2009

WELCOME TO
BIG RED COUNTRY.

It's not just a place, it's a state-of-mind. It's everywhere you want to be. Working on the farm. Winding your way through the woods. Fishing with old friends. Conquering the rocky terrain of the hills. It's whatever thrills you. Excites you. Gets your heart beating and blood pumping. Wherever that place is, there is only one way to get there - the all-new 2009 Big Red from Honda.

The Big Red is one of the most dynamic side-by-sides ever designed with its powerful liquid-cooled engine, an innovative automatic transmission and a degree of sophistication that can't be found anywhere else on the market. Big Red is ready to get you to the job site, to fun or wherever you want to go. Welcome to Big Red Country!

IT'S A HONDA



REVOLUTIONARY FEATURES MAKE BIG RED THE BIGGEST & BEST

Honda has once again revolutionized how you work, have fun and ride with the Big Red. You'll instantly notice the power of the 675cc single-cylinder, liquid-cooled, longitudinally mounted engine as you power up the trail. The Big Red's durability is thanks to the groundbreaking Hondamatic™ transmission, which can handle the most difficult of jobs. Plus, its selectable two-wheel drive or four-wheel drive function allows you to maneuver on the most difficult of terrains. Work longer and more comfortably with cushion-mounted seats and enjoy superior off-road handling with wide track. Add it all up and you've got the best Multi-purpose Utility Vehicle (MUV) ever developed. *Simply put, it's a Honda.*

INNOVATION

- 1 Dual hydraulic 200 mm disk brakes
- 2 Seatbelts featuring inertia-lockup reels
- 3 Spacious, two-passenger cab
- 4 675cc liquid-cooled engine with fuel injection
- 5 Hondamatic Transmission
- 6 Double-wishbone independent rear suspension
- 7 Tilt bed with 500 lb weight capacity

BIG RED

STRAIGHT DEALS

AS LOW AS
0.99%
FIXED APR*

FUEL INJECTED

Forget about rough running at high altitudes or long warm-ups on cold days, Big Red's digital fuel injection compensates for all that. In addition, it helps with fuel economy. Your car or truck got rid of its carburetor 25-years ago. Why should your MUV be any different?

TRANSMISSION

One of Big Red's best features is its Hondamatic Transmission. It features a heavy-duty torque converter instead of a drive belt, which means Big Red offers superior durability. The design makes it impervious to water-induced slippage from stream crossings and mud too.

ELR SEATBELTS

Like all of Honda's products, Big Red was designed with safety in mind. Take the seatbelts, for example. Way more than just straps bolted to the floor, they feature inertia-lockup reels, like a car, so they're more comfortable and also perform better.

SPECIFICATIONS

ENGINE

| | |
|-----------------|--|
| Engine Type | 675cc liquid-cooled OHV semi-dry-sump longitudinally mounted single-stroke |
| Bore and Stroke | 102 mm x 82.6 mm |
| Induction | Electronic fuel injection (PGM-FI): 40 mm throttle body |
| Ignition | Full-transistorized type with electronic advance |
| Starter | Electric |

DRIVE

| | |
|--------------|--|
| Transmission | Automatic with hydraulic torque converter, three forward gears and reverse |
|--------------|--|

| | |
|-----------|---|
| Driveline | Direct front and rear driveshafts with 3 drive modes: 2WD, 4WD and 4WD with wheel differential lock |
|-----------|---|

CHASSIS/SUSPENSION/BRAKES

| | |
|------------------|--|
| Front Suspension | Independent double-wishbone; 5.9" travel |
| Rear Suspension | Independent double-wishbone; 7.1" travel |
| Front Brakes | Dual hydraulic 200 mm discs |
| Rear Brakes | Dual hydraulic 200 mm discs |
| Front Tires | 25 x 10-12 bias |
| Rear Tires | 25 x 10-12 bias |

DIMENSIONS

| | |
|---------------------|----------|
| Length | 114.7" |
| Width | 64.0" |
| Height | 76.9" |
| Wheelbase | 75.7" |
| Seat Height | 34.0" |
| Bed Length Inside | 33.0" |
| Bed Width Inside | 52.6" |
| Bed Weight Capacity | 500 lbs |
| Towing Capacity | 1200 lbs |
| Ground Clearance | 10.3" |
| Turning Radius | 13.8" |
| Curb Weight | 1431 lbs |
| Fuel Capacity | 7.9 gal. |



The Big Red is recommended for highly experienced drivers 16 years of age and older. Honda recommends that you read the owner's manual thoroughly.

FOR UP TO 36 MONTHS ON '09 BIG RED MODELS

DON'T MISS OUT

On your opportunity to ride Big Red and save with super low Demo Days Financing!