

DEALER LOGO

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Monday - Friday 9 AM - 7 PM
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Sunday Gone Ridin'



the BIG RED from HONDA the MUV that makes work more enjoyable.

YOUR NEW
BEST FRIEND
IN THE FIELD

NOW IS THE TIME TO
TRADE-IN
YOUR TIRED UTILITY
ATV OR SIDE-BY-SIDE.



IT'S TIME TO START RIDING THE BEST.

IMAGINE A SIDE-BY-SIDE that features Honda's legendary fit and finish, innovations developed by the same company that invented the ATV, technologies that blend Honda's vast automobile expertise with new ideas designed to revolutionize the Side-by-Side category. Now add unprecedented utility capabilities with a healthy dose of recreational ability, and you've scratched the surface of what Big Red™ is all about.

What sets Big Red apart from other SxS vehicles is Honda's focus on quality and convenience features, which makes Big Red more enjoyable whether you're running a farm, ranch or worksite or heading to your favorite fishing hole.



LOW FINANCING
3.99%
FOR UP TO 36 MONTHS
ON '08 BIG RED MODELS

2009 BIG RED MODELS
\$10,124
BASE MSRP \$11,399



**HURRY IN!
LIMITED QUANTITIES!**

Big Red is recommended for highly experienced riders 16 years of age and older.

DEALER LOGO

THE BEST
BIG RED
IN THE FIELD



HARD WORKERS. BIG SAVINGS.

**2009 BIG RED
CAMO • MSRP \$11,899
NOW ONLY \$10,549
SAVE \$1,350**

**2009 BIG RED
RED • MSRP \$11,399
NOW ONLY \$10,124
SAVE \$1,275**

3.99%
FOR UP TO 36 MONTHS
ON ALL BIG RED MODELS



BIG RED FEATURES & BENEFITS

With its superior handling, secure feel and comfortable ride, the Big Red is destined to be the MUV of choice for both utility and recreation. Its multiple patents and numerous automotive-based technology features separate it from all of the contenders.

UNIQUE FEATURES

- Honda's liquid-cooled four-stroke single-cylinder fuel injected 675cc OHV engine provides abundant torque and dependable power
- The automotive-style automatic transmission draws power through a hydraulic torque converter to drive three forward gears and Reverse
- Selectable drive modes include: 2WD with open rear differential for sensitive terrain/lawns, 4WD with rear differential lock and 4WD with all differential lock.
- Big Red features Honda's fully independent double-wishbone suspension for comfortable cruising
- Programmed Fuel Injection (PGM-FI) features 40mm throttle body, 12-hole two-pattern injector and Idle Air Control Valve (IACV)
- Features a filtration system to protect against external contamination. The compact and maintenance-free design means there are no belts to wear out and replace. Using multi-filtered engine oil as hydraulic fluid, the design also simplifies maintenance and ensures an adequate oil supply in all operating conditions
- Roomy cab and rubber-mounted bucket seats with adjustable backs comfortably fit a wide range of body types and reduce fatigue on long drives
- 3-point Emergency Locking Retractor (ELR) seat belts are similar to automotive seat belts
- Heavy-duty two-inch receiver-style hitch with 1200-pound towing capacity
- 500-pound capacity steel tilt bed is protected by an automotive-bumper-grade plastic line. The tilt bed also features a progressive-action strut assist and can be operated from both the driver and passenger side
- Multi-reflector headlight system and LED brake light and taillight provide optimal light illumination for nighttime activities



20% OFF
ALL IN-STOCK BIG RED ACCESSORIES



DEALER LOGO

Must surrender coupon at time of purchase. In-stock Big Red Accessories only. Not valid with any other offers. One coupon per customer. No cash value. Offer expires 8/31/09.



FREE BIG RED COVER
WITH THE PURCHASE OF A BIG RED



DEALER LOGO

Must surrender coupon at time of purchase. Big Red Cover a \$125 value. Not valid with any other offers. One coupon per customer. No cash value. Offer expires 8/31/09.



COMING SOON
2010 BIG RED



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. The Big Red is recommended only for highly experienced riders 16 years of age and older. 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. *As low as 3.99% Fixed APR financing available for customers who qualify for super preferred credit tier for up to 36 months through Honda Financial Services. Payment example: 36 monthly payments of \$29.52 for each \$1,000 financed. Offer good on every 2010 and prior model with Honda Financial Services. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. Check with participating Honda dealers for complete details. Offer ends 8/31/09. Prices do not include tax, title, license and other fees. See dealer for details. Professional riders shown on closed courses. Big Red™, 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. (8/09)