

YOU DON'T HAVE TO PUSH WHEN YOU'VE GOT PULL.

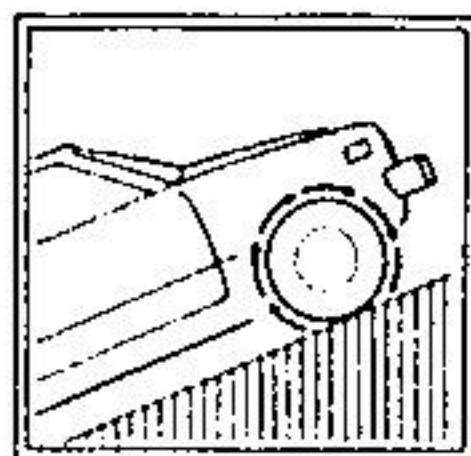
If you, as a driver, were asked to describe a Canadian winter, chances are your answer would be unprintable. Canadian winters can be bitterly cold, treacherously icy and all too often there's snow up to you-know-where.

While most Canadian drivers face this one common problem, not all cars sold in Canada have the one common feature that can help alleviate that problem. That is, front wheel drive. All Hondas have front wheel drive. Chevette, Acadian, Toyota, Datsun, Mazda, Volvo and most of the other cars sold in Canada, don't.

Basically, the difference is push versus pull. With the traditional front engine, rear wheel drive system the rear wheels try and push the car through the snow. Unfortunately,

all that's over those wheels is an empty trunk, so they tend to ride up on the snow while

the front wheels sink because there's a heavy engine over them. With Honda's front wheel drive system, just the opposite is true.



The engine is mounted over the drive wheels, so the weight helps the wheels to bite into the snow and pull the car through it. And because the wheels that are pulling the car are the wheels that are steering

the car, you get better steering control. But a car does not make it through Canadian winter after winter by front wheel drive alone. To do that, and live to a ripe old age, it must be able to withstand rust. Every 1979 Honda is guaranteed for three years against rust perforation due to corrosion caused by manner or materials used in building it.

Ask a Honda dealer for complete details. Hondas also come with a manual choke for easier starting in cold weather. A reduction-type starter. A three-speed heater. And an electric rear window defroster. All standard. Canadian winters and front wheel drive are just two of the reasons why Honda Civic is the best selling small car* in Canada.

There are plenty more. You can see for yourself by coming in to a Honda dealer for a test drive and talk with one of our sales people. You'll find that our sales people aren't pushy. But then, they don't have to be, because their car has got pull.

Honda. You don't get to be No.1 by being second best.

*Source: R. L. Polk. Year-to-date August 1978 new car sales.

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