



The most important event for the auto industry in B.C. is gearing up for another year as the 2011 Vancouver International Auto Show embarks on its ninth decade of showcasing the latest models from the world's leading manufacturers.

The Vancouver Auto Show began 91 years ago and is the largest trade and consumer event in British Columbia. Attendance at the 2010 Auto Show was over 80,777.

Electric Vehicles (EVs) are at the forefront of this year's show with several manufacturers showcasing their latest production-ready models. A BC Hydro display will educate show visitors on EV technology and how the current infrastructure will evolve to accommodate the emergence of a new generation of electric and

plug-in hybrid vehicles. Over the course of the six-day event, tens of thousands of enthusiasts can enjoy an experience designed to be family-friendly with manufacturer showcases, special feature vehicles and the latest products and accessories.

The Dream Car Lottery returns for a second year with a chance to win a Mercedes Benz SL 550 Convertible worth over \$145,000 and proceeds going to help charities across the province, including Special Olympics B.C.

The 2011 Vancouver International Auto Show is presented by the New Car Dealers Association of BC and runs Tuesday, March 29 to Sunday, April 3 at the Vancouver Convention Centre West.

For show info: www.VancouverInternationalAutoShow.com

The Vancouver International Auto Show begins Tuesday, March 29. Last year's show drew more than 80,000 visitors.

Lincoln durability highest among all brands in 2011

Lincoln received the highest score for long-term durability among all vehicle brands in the annual J.D. Power and Associates' 2011 Vehicle Dependability Study (VDS).

The Lincoln MKZ is the second-highest performing model in long-term durability in the entire study.

In total, Ford had nine vehicles ranking in the top three of their respective segments. They include Ford Edge, Ford Explorer Sport Trac, Ford Taurus, Ford F-150 and Ford Ranger.

The study asked owners about problems they have experienced in the past 12 months with their three-year-old vehicles, (i.e., for the 2011 study, 2008 model-year cars and trucks were surveyed).

Survey respondents were asked to indicate any problems they experienced with their vehicle in the past 12 months, choosing from a list of more than 200 issues in eight diverse categories.

The study also shows a strong link between reliability and purchase. Nearly two-thirds (63 per cent) of new-vehicle buyers say reliability/durability is one of the most important factors in choosing a new vehicle.

Additionally, the study found that fuel economy is among the top 10 purchase considerations.

—Metroland Media
Carguide Magazine

2011 HONDA CIVIC CLEAROUT

3 CIVICS. 1 MONTHLY PRICE.

THE NUMBERS. MADE EASY.



2011 CIVIC DX Sedan

Standard features include:

- 1.8L, 140hp, i-VTEC® Engine • 6 Airbag System
- 4-Wheel ABS • 15" Steel Wheels with Full Covers
- 160-Watt Audio System and MP3 Auxiliary Input Jack • Power Windows and Side Mirrors

LEASE FOR / APR AT
\$198 0.9%
PER MONTH FOR 48 MONTHS*
\$0 DOWN ON APPROVED CREDIT
SECURITY DEPOSIT



or **0.9%**
financing up to 60 months.†



(Model FA1E4BEX)

or **0.9%**
financing up to 60 months.†

LEASE FOR / APR AT
\$198 0.9%
PER MONTH FOR 48 MONTHS*
\$0 SECURITY DEPOSIT **\$2348 DOWN** ON APPROVED CREDIT

STEP UP TO A

2011 CIVIC DX-G Sedan



Adds to or replaces DX features with:

- 15" Aluminum Alloy Wheels • AC with Air Filtration System • Keyless Entry • Power Door Locks • Steering Wheel-Mounted Cruise Control

STEP UP TO A
\$750 GAS CARD
2011 CIVIC SE Sedan
Adds to or replaces DX-G features with:

- 60/40 Split Fold-Down Rear Seat • 16" Aluminum Alloy Wheels • Heated Side Mirrors • Power Moonroof with Tilt Feature • USB Device Connector

LEASE FOR / APR AT
\$198 0.9%
PER MONTH FOR 48 MONTHS*
\$0 SECURITY DEPOSIT **\$2894 DOWN** ON APPROVED CREDIT



(Model FA1E6BJX)

or **0.9%**
financing up to 60 months.†



www.HondaOntario.com
Ontario Honda Dealers
THE **SMARTER** WAY TO BUY.



*Limited time lease offers on a new 2011 Honda Civic Sedan DX (Model FA1E2BEX) // 2011 Honda Civic Sedan DX-G (Model FA1E4BEX) // 2011 Honda Civic Sedan SE (Model FA1E6BJX) available through Honda Financial Services Inc., on approved credit. Representative lease examples: 0.9% // 0.9% // 0.9% lease APR for 48 months. Monthly payment is \$198 // \$198 // \$198 [includes \$1,395 // \$1,395 // \$1,395 freight and PDI, EHF tires (\$29), EHF filters (\$1), A/C tax (\$100) and OMVIC fee (\$5)] with \$0 // \$2,348 // \$2,894 down payment or equivalent trade-in, \$0 security deposit and first monthly payment due at lease inception. Total lease obligation is \$9,504 // \$11,524 // \$12,398. 96,000-kilometre allowance; charge of \$0.12/km for excess kilometres. †Receive 0.9% purchase financing on select 2011 Honda Civic and 2011 Honda CR-V models only for a maximum of 60 months available through Honda Financial Services Inc., on approved credit. Example: based on a 2011 Honda Civic DX-G with Manual Transmission (Model FA1E4BEX) on a 60 month term at 0.9% APR and complete price of \$20,110 (excluding taxes, license, insurance and registration), the monthly payment is \$342. Cost of borrowing is \$463 for a total finance obligation of \$20,573. Down payment or equivalent trade-in on purchase financing offers may be required based on approved credit from Honda Financial Services Inc. †\$750 Gas Card offer applies only to retail customer purchase, lease or finance agreements for new 2011 Civic models concluded between March 1st, 2011 and March 31st, 2011 at participating Ontario Honda retailers. †\$750 Gas Card offer includes GST, PST, HST, QST where applicable and consists of \$500 Customer Incentive from Honda Canada Inc. and \$250 Customer Incentive from individual Ontario Honda retailers. For all offers: License, insurance, registration, and other taxes (including HST and tax for fuel conservation, if applicable) are extra. Taxes payable on full amount of purchase price. Offers only valid for Ontario residents at Ontario Honda Dealers. Retailer may sell/lease for less. Retailer order/trade may be necessary. Vehicles are for illustration purposes only. Offers subject to change without notice. See your Ontario Honda retailer or visit hondaontario.com for full details.