

HONDA
QUALITY

DAILY NEWS

2011 CR-V LX



MODEL RE3H3BEY

17" aluminum-alloy wheels • Power windows and power door locks • Keyless entry • AC with air-filtration system • 60/40 split sliding fold & tumble forward rear seats • And much more!

2011 CR-V CLEAROUT

LEASE FOR
\$298 @ 0.9% APR
PER MONTH FOR 48 MONTHS*
\$0 SECURITY DEPOSIT | **\$2,550 DOWN PAYMENT/OAC**

PURCHASE FOR
\$198 @ 0.9% APR
BI-WEEKLY FINANCE FOR 60 MONTHS**
\$28,015 SELLING PRICE* | **\$2,856 DOWN PAYMENT/OAC**
INCLUDES FREIGHT, PDI, LEVIES AND OMVIC FEE. EXCLUDES LICENSE AND HST.

2012 CIVIC LX SEDAN



MODEL FB2E4CEX

Power windows & heated power side mirrors • AC with air-filtration system • Keyless entry • Bluetooth® wireless mobile phone interface • And much more!

LEASE FOR
\$178 @ 1.99% APR
PER MONTH FOR 48 MONTHS*
\$0 SECURITY DEPOSIT | **\$2,240 DOWN PAYMENT/OAC**

PURCHASE FOR
\$154 @ 1.99% APR
BI-WEEKLY FINANCE FOR 60 MONTHS**
\$19,020 SELLING PRICE* | **\$0 DOWN PAYMENT**
INCLUDES FREIGHT, PDI, LEVIES AND OMVIC FEE. EXCLUDES LICENSE AND HST.

Quality Comes First

HONDA CIVIC: "Highest Ranked Compact Car in Initial Quality in a Tie in the U.S." by J.D. Power and Associates.†



HondaOntario.com
Ontario Honda Dealers



*Includes Freight, PDI, Levies and OMVIC fee. Excludes License and HST. *Limited time lease offers on a new 2012 Honda Civic LX Sedan with Manual Transmission (Model FB2E4CEX) // 2011 Honda CR-V LX 2WD (Model RE3H3BEY) available through Honda Financial Services Inc., on approved credit. Representative lease example: based on a 2012 Honda Civic LX Sedan with Manual Transmission (Model FB2E4CEX) // 2011 Honda CR-V LX 2WD (Model RE3H3BEY) on a 48 // 48 month term at 1.99% // 0.9% lease APR, the monthly payment is \$178 // \$298 (includes \$1,395 // \$1,590 freight and PDI, EHF tires (\$29), EHF filters (\$1), A/C tax (\$100), and OMVIC fee (\$5)) with \$2,240 // \$2,550 down payment or equivalent trade-in, \$0 // \$0 security deposit and first monthly payment due at lease inception. Total lease obligation is \$8,543 // \$14,302. 96,000-kilometre allowance; charge of \$0.12/km for excess kilometres. **Receive 1.99% // 0.9% purchase financing on a new 2012 Honda Civic LX Sedan (Model FB2E4CEX) // 2011 Honda CR-V LX 2WD (Model RE3H3BEY) for a maximum of 60 // 60 months available through Honda Financial Services Inc., on approved credit. Bi-weekly Finance example: based on a 2012 Honda Civic LX Sedan (Model FB2E4CEX) // 2011 Honda CR-V LX 2WD (Model RE3H3BEY) on a 60 // 60 month term at 1.99% // 0.9% APR, 130 bi-weekly payments of \$154 // \$198, and complete price of \$19,020 // \$28,015 (includes \$1,395 // \$1,590 freight and PDI, EHF tires (\$29), EHF filters (\$1), A/C tax (\$100), and OMVIC fee (\$5). Excludes other taxes, license and insurance). \$0 // \$2,856 down payment or equivalent trade-in based on approved credit from Honda Financial Services Inc. Cost of borrowing is \$977 // \$561 for a total finance obligation of \$19,997.40 // \$28,596. †\$1,000 Gas Card offer applies only to retail customer purchase, lease or finance agreements for new 2012 Civic models concluded between September 1, 2011 and October 31, 2011 at participating Ontario Honda retailers. \$1,000 Gas Card offer includes GST, PST, HST, QST where applicable. For all offers: license, insurance, PPSA, 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. Dealer may sell/lease for less. Dealer order/trade may be necessary. Vehicles and accessories are for illustration purposes only. Offers subject to change without notice. See your Ontario Honda Dealer or visit HondaOntario.com for full details. †Honda Civic received the lowest number of problems per 100 vehicles among compact cars in a tie in the proprietary J.D. Power and Associates 2011 Initial Quality Study™ in the U.S. Study based on responses from 73,790 new-vehicle owners, measuring 234 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2011. Your experiences may vary. Visit jdpower.com.

Toyota, Metroland team up for app launch and contest

Toyota Canada is sponsoring the largest launch of mobile apps ever seen in Canada.

Metroland, which operates 100 community and daily newspapers in Ontario, rolled out five versions of mobile apps for all of its papers on October 19. There is an app for iPhone, BlackBerry, Nokia, Android and Windows for each paper, for a total of 550 new apps.

Toyota Canada, which has long been a major advertiser in Metroland papers, is helping its media partner celebrate this major milestone by giving away a 2012 Camry LE in a special contest.

"Our new Camry LE is the ideal prize. Just as Metroland is leveraging its many years of leadership in community newspapers to conquer new frontiers in the mobile realm, Camry has gone through six generations of evolution to become the world's most popular mid-size sedan," said Stephen Beatty, Managing Director of Toyota Canada Inc.

Similar to Metroland embracing innovation with these amazing apps, innovation is a driving force behind the success of the Camry too.

And the 2012 LE takes that innovation to the next level, with its new advanced multimedia system, more modern and luxurious interior, and bolder and iconic exterior—all underpinned by class-leading safety, superior fuel efficiency and an exceptional driving experience.

To enter the contest, readers must

download the app for their local community paper and then enter the contest from within that app.

A new drop-down banner ad, as well as wallpaper, will be used to promote the contest on Metroland's community sites.

In addition, there will be banner advertising on the new mobile pages, while Google Ad Words and Flyerland.ca will be used too.

The contest will be also promoted heavily in print copies of each Metroland paper.

That includes Metroland distributing two million free-standing inserts that will tell the story of how the 2012 Camry LE has been made the best it can be through 30 years of continuous improvement, and how the vehicle offers the best fuel-efficiency in its class, while coming standard with 10 airbags and the Toyota Star Safety System that features six accident-avoidance technologies.

Metroland reaches more than 80 per cent of Ontario's population through its different platforms.

It's estimated the apps will generate 4.3 million impressions over the course of the two-month sponsorship, providing Toyota with a valuable opportunity to meaningfully reach and engage countless Ontarians at the community level.

The draw for the Camry will take place on December 19, 2011 at 11:30 am.

—Metroland Media
Carguide Magazine



Double World Champion F1 driver Sebastian Vettel is shown with the Infiniti FX in his name which is now going into limited production.

Infiniti FX to enter production

The Infiniti FX concept designed and built for double Formula One World Champion Sebastian Vettel is to enter production, Infiniti has confirmed.

The star of Infiniti's stand at the 2011 Frankfurt Motor Show in September, the FX Sebastian Vettel version featured design, engineering and aerodynamics upgrades inspired by the Red Bull Racing champion and Infiniti Global Brand Ambassador.

The Frankfurt concept car was born out of a conversation between Sebastian Vettel, already an Infiniti FX driver, and Infiniti Chief Creative Officer

Shiro Nakamura at the 2011 Geneva Motor Show.

The 5.0-litre V8 was tuned to provide 420 hp, and with a high downforce aerodynamics package developed by Infiniti in collaboration with Red Bull Racing, the 300 km/h crossover was billed as the most focused and exclusive sports crossover ever built.

Details of the production version including availability, volumes and prices are yet to be confirmed.

—Metroland Media
Carguide Magazine