



2012

BIG RED



NOTHING WORKS AS HARD AS BIG RED.

Honda's Big Red® has led the way in Multipurpose Utility Vehicle (MUV) innovation since day one. It combines safety, power, capacity, and an attention to engineering that no other manufacturer can match. Maybe you'll use it around the farm, or on the ranch. Maybe you want it to go hunting, fishing, or for some other outdoor recreation. But one thing's for sure: The first time you take a test drive, you'll know this is the MUV for you.





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BRAINS MEET BRAUN.

Smarter Honda engineering may not show up on any spec chart, but it's an exclusive part of every Big Red. For example, the longitudinally mounted liquid-cooled engine and beltless Honda Automatic transmission team up to offer the best driveline in the business: With no unnecessary right-angle driveline changes it gets more power to the ground than bigger, less efficient designs. And Big Red can haul and tow plenty, so you'll find yourself tackling jobs that previously may have required a full-sized pickup.

FOUR WHEEL DISC BRAKES



A special automotive-style two-circuit system ensures braking even if a brake line is damaged.

OCCUPANT PROTECTION STRUCTURE



Big Red's stout Occupant Protection Structure is built out of sturdy, large-diameter tubing and includes details like an integrated passenger handhold and padded headrests.



Honda AUTOMATIC TRANSMISSION

Big Red's transmission uses a heavy-duty torque converter, just like a full-sized pickup truck's. That means there are no belts to slip, break, or burn out, and it also offers positive engine braking.



MAXXIS TIRES

Big Red rides on specially designed 25 x 10-12 front and rear Maxxis Big Horn tires with strong sidewalls and an aggressive tread pattern.



COMPOSITE DOORS

To help keep you more secure and to help keep the elements out, Big Red's rugged composite doors feature an automotive-style double-latching system.





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Key Features

- Exclusive NaturalGear™ Camo color scheme offers a pattern that's soft, open and shadow-free for superior camouflage performance in a wide variety of conditions.
- Selectable drive modes are 2WD with open rear differential for sensitive terrain/lawns, 4WD with rear differential lock and 4WD with all-wheel differential lock.
- Programmed Fuel Injection (PGM-FI) features 40mm throttle body, 12-hole two-pattern injector and Idle Air Control Valve (IACV).
- The Honda automatic transmission shifts electronically and features positive engine braking that is superior to electronic braking.
- Roomy cab features a comfortable bench seat.
- In-cab glove box and dash storage for quick access to small items.
- Heavy-duty two-inch receiver-style hitch with 1,500-pound towing capacity.

Special Features

LONGITUDINALLY MOUNTED ENGINE



Mounting our engine with the crankshaft front-to-back means more power gets to the ground, all without additional weight or engine size.

1,000-POUND CAPACITY TILT BED

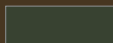


MUVs are built to haul stuff, and Big Red is ready to get to work with a steel tilt bed, a composite bed liner and a heavy-duty hydraulic assist that makes operation easy.

Color Options



Red



Olive



NaturalGear Camo

Specifications

- Engine:** 675cc liquid-cooled OHV single-cylinder four-stroke
- Induction:** Electronic fuel injection (PGM-FI), 40mm throttle body
- Transmission:** Automotive-style with hydraulic torque converter; three forward gears and Reverse; three drive modes: 2WD, 4WD, and 4WD with all-wheel differential lock
- Driveline:** Direct front and rear driveshafts
- Front Suspension:** Independent double-wishbone; 5.9-inch travel
- Rear Suspension:** Independent double-wishbone; 7.1-inch travel with adjustable preload
- Brakes:** 200mm hydraulic discs
- Length:** 114.7 inches
- Width:** 64.0 inches
- Height:** 76.9 inches
- Wheelbase:** 75.7 inches
- Bed Capacity:** 1,000 lbs.
- Towing Capacity:** 1,500 lbs.
- Fuel Capacity:** 7.9 Gallons, including 1.5-gallon reserve
- Ground Clearance:** 10.3 inches
- Curb Weight:*** 1,433 lbs.

* Includes all standard equipment, required fluids and a full tank of fuel.

Honda Genuine Accessories™



Front Bumper Shield with Winch

Adds protection for the front bumper and incorporates winch mount points. Rugged, durable powder-coated steel construction.



Glove Box Door

Custom-designed, lockable Glove Box Door sports a debossed Big Red logo.



For a full list of all the Honda Genuine Accessories available for your new Big Red, log on to genuineaccessories.honda.com

ENVIRONMENTAL COMMITMENT At Honda, we believe in performance and leadership. That's why we're taking a leadership position when it comes to the environment, in our products and in all other aspects of our business as well. For more information visit <http://powersports.honda.com/about/environment.aspx>.

BE A RESPONSIBLE RIDER Remember, Multipurpose Utility Vehicles can be hazardous to operate. Always wear your seat belt, a helmet, eye protection, and clothing appropriate to the driving situation. Keep doors and side nets closed. Never carry a passenger in the cargo bed, stay off public roads, obey cargo limits and guidelines, and never drink and drive. Be sure to follow the Owner's Manual directions when carrying cargo or towing a trailer. Avoid excessive speeds, and never drive faster than conditions permit. Big Red is recommended for drivers 16 years of age and older, and tall enough to wear the seat belt properly and reach all the controls. The passenger should also be tall enough for the seat belt to fit properly and brace themselves, if needed, by placing both feet firmly on the floor while firmly grasping the hand hold. Honda recommends that all MUV drivers read their Owner's Manual thoroughly and view the DVD "Multipurpose Utility Vehicles: A Guide to Safe Operation" which came with your new Big Red. Additional DVD copies can be ordered from HELM, Inc. at (800) 905-5565. Whenever you drive off-road, make sure you follow all the "TREAD LIGHTLY" guidelines, and always stay on established trails in approved areas. Keep your off-road area clean, use common sense, and respect the rights of others. We strongly recommend that you use only Honda Genuine Accessories that have been specifically designed and tested for your vehicle and do not remove any original equipment or modify your Honda in any way that would change its design or operation. Operating your Recreational Utility Vehicle with a modified engine, emissions control system, or noise-control system may be illegal. Always obtain written permission before driving on private lands, and obey all the laws and regulations governing your off-road areas.

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