



ENVIRONMENTAL COMMITMENT

At Honda, we believe in performance and leadership, and that's why we're taking a leadership position when it comes to the environment. We continue to develop low-emission technologies for our current and future ATVs, motorcycles, personal watercraft and scooters. We already produce models that exceed the stringent 2008 CARB emissions requirements years ahead of schedule. And that's the kind of performance everybody can appreciate.

PROGRAMS THAT PERFORM

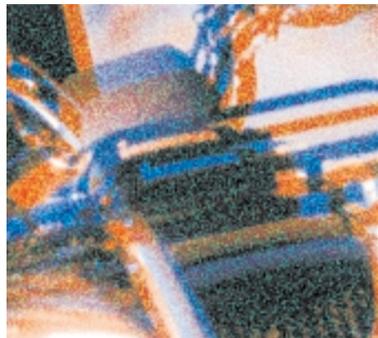
You chose your new Honda ATV because it has so many great features. But there's more—a lot more. Like all of the programs available to you as a Honda owner. Take the **Honda Protection Plans**, for example. You can extend virtually all of your ATV's great warranty coverage. Then there's the **Honda Rider's Club of America**.TM Open to all Honda owners!¹ The real-world benefits alone make it a bargain. Just call 1-800-847-HRCA.² Interested in some accessories for your ATV? Make sure to check out our selection of **Honda Genuine Accessories**. Time for service? Be sure to ask for **Pro Honda**[®] Oils and Chemicals. And if you're looking for a way to pay for your new Honda ATV, we've got two great suggestions. First, ask about the **American Honda Finance Corporation**.³ If you're a qualified buyer, your dealer can set everything up for you right in the showroom. And another easy way is to put it on the **Honda Card**[™] revolving charge card.⁴ You can use the Honda Card to purchase Honda parts too. Finally, we believe strongly in ATV rider safety, especially for youngsters. You can help your kids to ride smarter by taking advantage of our complimentary ATV information kit. Just call 1-800-905-5565, because sooner or later, **Stupid hurts**.⁵ As with any of these programs, your dealer can give you all the details. Hey, we think your ATV is the Best On Earth. And we think you deserve the best programs and support to go with it.



Specifications, programs and availability subject to change without notice. See your Honda Dealer for details on all programs. All specifications in this brochure—including colors, warranty terms, HRCA, etc.—apply only to models sold and registered in the United States. ¹MIC, Jan.-Dec. 2002. ²FourTrax Rancher AT, FourTrax Rancher AT with GPS, FourTrax Rancher 4x4 ES, FourTrax Rancher 4x4, FourTrax Rancher ES and FourTrax Rancher front-rack capacity 66 pounds; rear-rack capacity 133 pounds; towing capacity up to 850 pounds. FourTrax Recon front-rack capacity 33 pounds; rear-rack capacity 66 pounds. ³The Honda Protection Plans are administered by the American Honda Service Contract Corporation in the state of Florida. ⁴One-year complimentary membership for new, unregistered ATVs purchased from participating dealers. ⁵Excludes personal watercraft (PWC). ⁶Financing available on approved credit by AHFC. ⁷Financing available to qualified customers subject to credit approval from Mill Creek Bank on the Honda Card program at participating dealers. Best On Earth, Rancher, FourTrax, GFScape, Hondamatic, Electric Shift Program, ESP, TraxLok, Recon, Honda Genuine Accessories, Honda Rider's Club of America, HRCA, Pro Honda, Honda Card and Stupid hurts are trademarks of Honda Motor Co., Ltd. ©2003 American Honda Motor Co., Inc. (8/03) Printed in the U.S.A. A1967

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BEST ON EARTH

There's a huge selection of all-terrain vehicles on the market today. Why should you choose a Honda?

Because we build them to be the Best On Earth.™ You can see the evidence yourself in your new ATV's fit and finish. You'll discover more the first time you ride one,

like the power and handling and comfort. Other aspects you'll grow to appreciate over time, like the level of technology, or the quality of our engineering

and manufacturing. And finally, there's our commitment to the environment in everything we do, and that's something that not only you but generations to

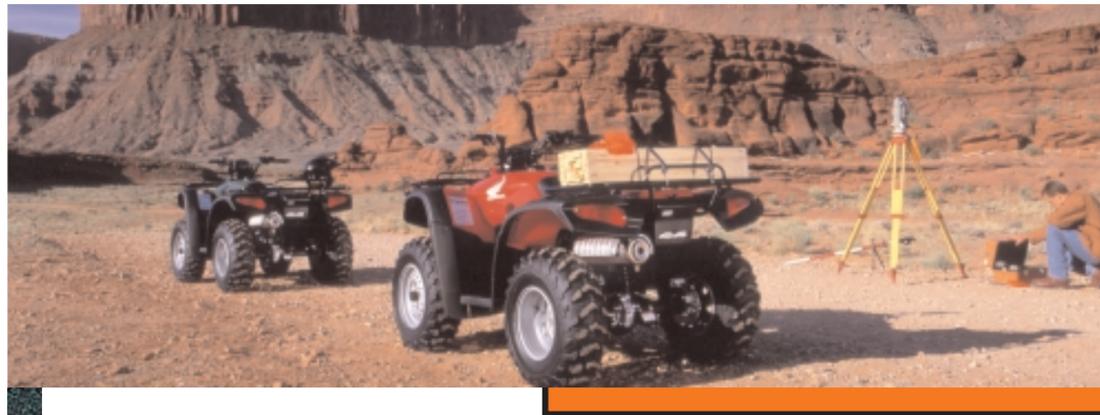
come will appreciate. It's all part of the way we do business. It's all part of your new Honda ATV. And it's why

when you choose a Honda, you can rest assured you've made the right choice.

made the right choice.



RANCHER 4X4 ES



RANCHER/RANCHER ES

The biggest-selling family of ATVs just got bigger.

RANCHERS For years, the four-member Rancher™ family has been the most popular line of ATVs in the world. Now, we've just added two new members to the Rancher clan, and people are lining up to get a look.

First off, there's the new FourTrax® Rancher AT. We powered it up with a bigger 397cc engine, and then added what's got to be the best ATV automatic transmission you can get—the rock-solid Hondamatic.™ You're going to love the way this powertrain seamlessly delivers the goods, even in rugged terrain, and it offers true compression braking for better controllability. Since it's fully sealed and uses no belts, you don't have to worry about a drive belt slipping—or even worse, breaking.

Rounding out the bells and whistles are Honda's exclusive Electric Shift Program™ (ESP), our selectable two-wheel-drive/four-wheel-drive TraxLok™ system, and a torque-sensing front differential for easier steering and more effective power delivery. Now, take everything you've just read about the Rancher AT and add GPSscape,™ creating our second Rancher AT model, the world's first-ever GPS-equipped ATV. You can see why folks are beating a path to their nearest Honda showroom.

The Rancher family shares all kinds of impressive features across the entire line: the original Ranchers all have the same rugged, air-cooled 329cc single-cylinder four-stroke engine. The overhead-valve design gives great torque and power, and allows for a more compact engine, helping with ground clearance and handling. The rubber-cushion engine mounts and gear-driven counterbalancer reduce overall vibration. The shaft-drive system is directly aligned with the longitudinally mounted engine for maximum power delivery.

Every Rancher model will make you appreciate the attention to detail we prize so highly. For instance, on those cold days when you have to get the work done anyway, your Rancher is equipped with an integral electric carburetor-heat system to make the driving easier. And when the weather's hot or working conditions are tough, a standard oil cooler keeps oil temperature under control.



RECON

assuring optimal engine lubrication. Other handy features include electric starting (with an auxiliary recoil starter and automatic internal decompression system), a heavy-duty 245-watt AC generator, a long-lasting, dependable, maintenance-free battery, a waterproof 12-volt accessory socket for a handy power source in the field, and triple skidplates to fend off the gnarlier bumps and bounces out there.

The ES models deserve a special word here, and that word is—awesome. Our Electric Shift Program (ESP) gives you the control and turns shifting into a simple thumb-activated process, allowing smoother, easier shifting no matter what kind of terrain you're traversing or what kind of load you're carrying.

Finally, the Rancher 4X4 ES and Rancher 4X4 provide four-wheel-drive capability for more challenging places, while the Rancher ES and Rancher are tough, powerful two-wheel-drive machines for the rest of the planet. The Rancher AT, with selectable 2WD/4WD, gives you both choices. Of course, all Ranchers are built for those who demand Honda's legendary quality, reliability and performance, and, well, you know who you are.

RECON/ES Getting the right tool for the job is the first step for people who want to do the job right, and for quite a few folks, the Recon™ is that tool. Since its introduction, the Recon has set the standard for midsize two-wheel-drive ATVs, and its many enthusiastic owners can tell you why: With its big-ATV features, the Recon boasts all the quality, comfort and reliability that the Honda name stands for.

There are two Recon models. Both use the same 229cc engine, which shares advanced features with the 329cc Rancher engine—like longitudinal engine mounting, direct shaft drive and a standard oil cooler—for hassle-free operation and greater usable power. Both models also share the same suspension, based on an independent double-wishbone system with hydraulic shocks, which provide 5.1 inches of travel for crisp handling and a comfortable ride.

Where the models differ: is in shifting. The Recon ES uses the advanced Electric Shift Program (ESP) system for easy push-button upshifting and downshifting, and the Recon comes with a manual five-speed transmission (plus reverse) and an automatic clutch.

You can't see some of the Recon's most important features, but you can feel them. Recon's are light, so they're less fatiguing. And because of the generous ergonomics, even larger riders will find them comfortable. So if you're looking for big-ATV features in a midsize machine, you've found your new ATV—the Honda Recon.

GPSscape



Getting to where you want to go—and back again—has never been easier, thanks to the new GPSscape, available on the new Honda FourTrax Rancher AT—the industry's first GPS-equipped ATV.

Why is GPSscape better than a handheld GPS for your ATV? We designed it as a special, multi-function unit completely integrated into the Rancher's LCD instrument pod. It holds up to 100 waypoints, and the buttons are easy to operate with your gloves on. It's backlit to make it easy to view, it's weather resistant, and it runs off your ATV's powersource, so you don't have to worry about dead batteries. A digital compass function makes deciding which way to turn a no-brainer, and when you're traveling or returning to a designated waypoint (like a warm campfire and a hot pot of coffee back at the truck), GPSscape will tell you the distance and direction from your present location. All in all, GPSscape will tell you just about you need to know when you're exploring the great outdoors.



RECON ES

SPECIFICATIONS



| | FOURTRAX RANCHER AT | FOURTRAX RANCHER 4x4 ES | FOURTRAX RANCHER 4x4 | FOURTRAX RANCHER ES | FOURTRAX RANCHER | FOURTRAX RECON ES | FOURTRAX RECON |
|-----------------------------------|---|---|---|---|---|---|---|
| Model | TRX400FA/TRX400FGA | TRX350FE | TRX350FM | TRX350TE | TRX350TM | TRX250TE | TRX250TM |
| Engine | 397cc longitudinally mounted air-cooled OHV single-cylinder four-stroke; dry-sump | 329cc air-cooled OHV longitudinally mounted single-cylinder four-stroke | 329cc air-cooled OHV longitudinally mounted single-cylinder four-stroke | 329cc air-cooled OHV longitudinally mounted single-cylinder four-stroke | 329cc air-cooled OHV longitudinally mounted single-cylinder four-stroke | 229cc air-cooled OHV longitudinally mounted single-cylinder four-stroke | 229cc air-cooled OHV longitudinally mounted single-cylinder four-stroke |
| Bore and stroke | 85.0 x 70.0mm | 78.5 x 68.0mm | 78.5 x 68.0mm | 78.5 x 68.0mm | 78.5 x 68.0mm | 68.5 x 62.2mm | 68.5 x 62.2mm |
| Carburetion | 32.0mm CV | 32.0mm CV | 32.0mm CV | 32.0mm CV | 32.0mm CV | 22.0mm | 22.0mm |
| Transmission | Fully automatic hydromechanical CVT; electronic controls | Electric-shifting five-speed with reverse and ultra-low first gear | Five-speed with automatic clutch, reverse and ultra-low first gear | Electric-shifting five-speed with reverse and ultra-low first gear | Five-speed with automatic clutch, reverse and ultra-low first gear | Electric-shifting five-speed with reverse | Five-speed with automatic clutch and reverse |
| Final drive | 2WD/4WD; direct front and rear driveshafts with TraxLok and torque-sensing front differential | 4WD; direct front and rear driveshafts with torque-sensing front differential | 4WD; direct front and rear driveshafts with torque-sensing front differential | 2WD; direct rear drive-shaft |
| Front suspension | Independent double-wishbone; 5.9-inch travel | Independent double-wishbone with hydraulic shocks; 5.9-inch travel | Independent double-wishbone with hydraulic shocks; 5.9-inch travel | Independent double-wishbone with hydraulic shocks; 5.9-inch travel | Independent double-wishbone with hydraulic shocks; 5.9-inch travel | Independent double-wishbone with hydraulic shocks; 5.1-inch travel | Independent double-wishbone with hydraulic shocks; 5.1-inch travel |
| Rear suspension | Swingarm with single hydraulic shock; 5.9 inch-travel | Swingarm with single hydraulic shock; 5.9 inch-travel | Swingarm with single hydraulic shock; 5.9 inch-travel | Swingarm with single hydraulic shock; 5.9 inch-travel | Swingarm with single hydraulic shock; 5.9 inch-travel | Swingarm with single hydraulic shock; 4.9 inch-travel | Swingarm with single hydraulic shock; 4.9 inch-travel |
| Front brakes | Triple-sealed hydraulic drums | Triple-sealed hydraulic drums | Triple-sealed hydraulic drums | Triple-sealed hydraulic drums | Triple-sealed hydraulic drums | Sealed hydraulic drums | Sealed hydraulic drums |
| Rear brake | Sealed drum | Sealed drum | Sealed drum | Sealed drum | Sealed drum | Sealed drum | Sealed drum |
| Front tires | 24 x 8-12 | 24 x 8-12 | 24 x 8-12 | 24 x 8-12 | 24 x 8-12 | 22 x 7-11 | 22 x 7-11 |
| Rear tires | 24 x 10-11 | 24 x 9-11 | 24 x 9-11 | 24 x 11-10 | 24 x 11-10 | 22 x 10-9 | 22 x 10-9 |
| Length | 80.0 inches | 78.1 inches | 78.1 inches | 78.1 inches | 78.1 inches | 70.6 inches | 70.6 inches |
| Width | 43.9 inches | 45.0 inches | 45.0 inches | 45.0 inches | 45.0 inches | 40.7 inches | 40.7 inches |
| Height | 45.2 inches | 44.3 inches | 44.3 inches | 44.1 inches | 44.1 inches | 41.5 inches | 41.5 inches |
| Wheelbase | 49.1 inches | 49.1 inches | 49.1 inches | 49.3 inches | 45.0 inches | 44.5 inches | 44.5 inches |
| Ground clearance | 7.2 inches | 7.2 inches | 7.2 inches | 7.3 inches | 7.3 inches | 6.0 inches | 6.0 inches |
| Seat height | 32.4 inches | 32.4 inches | 32.4 inches | 32.0 inches | 32.0 inches | 30.6 inches | 30.6 inches |
| Dry weight | 559 pounds | 535 pounds | 524 pounds | 511 pounds | 498 pounds | 414 pounds | 406 pounds |
| Fuel capacity | 3.8 gallons, including 1.1-gallon reserve | 3.4 gallons, including 0.8-gallon reserve | 3.4 gallons, including 0.8-gallon reserve | 3.4 gallons, including 0.8-gallon reserve | 3.4 gallons, including 0.8-gallon reserve | 2.4 gallons, including 0.6-gallon reserve | 2.4 gallons, including 0.6-gallon reserve |
| Colors | Red, Yellow, Olive | Red, Yellow, Olive | Red, Yellow, Olive | Red, Yellow, Olive | Red, Yellow, Olive | Red, Yellow, Olive | Red, Yellow, Olive |
| Honda Genuine Accessories™ | | Flag kit | Flag kit | Flag kit | Cooling-fan kit, flag kit | Trailer hitch, flag kit, 17-inch work stand, ATV cover | Trailer hitch, flag kit, 17-inch work stand, ATV cover |

WHAT'S IN A NAME? When you choose a new Honda ATV, you've done more than just pick a great way to enjoy the great outdoors. You've become a member of the Honda family. And that means your fun is just beginning. On the next page, you'll find just some of the programs available to you as a Honda owner, each one designed to help you enjoy your new Honda as much as possible. Just ask your Honda Dealer for more details. And welcome to the Honda family—we look forward to riding with you.

BE A RESPONSIBLE RIDER. Riding an ATV is an exercise in responsibility—to yourself, to others and to the environment. So remember, ATVs can be hazardous to operate. For your safety, always wear a helmet, eye protection and protective clothing, and never ride on paved surfaces or public roads. Never carry passengers, and never engage in stunt riding. Avoid excessive speeds, and be particularly careful on difficult terrain. And keep in mind that riding doesn't mix with drugs and alcohol.

All Honda FourTrax models shown are recommended for riders 16 years of age and older. Honda recommends that all ATV riders take a training course and read their owner's manual thoroughly. New ATV purchasers should take advantage of free ASI training and completion incentives. For safety or training information, see your Honda Dealer or call the ASI at 1-800-887-2887.

Whenever you ride off-road, make sure you follow all the "TREAD LIGHTLY" guidelines, and always stay on established trails in approved areas. Keep your riding areas clean, use common sense, and respect the rights of others. Never modify your silencer or spark arrestor. Always obtain written permission before riding on private lands, and obey all the laws and regulations governing your riding areas.