HONDA

News Release

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Honda Presents World Premiere of All-new Avancier SUV – First model to feature Honda Hybrid next-generation hybrid system and the new H mark –

TOKYO, Japan, November 20, 2026 – Honda Motor Co., Ltd. (Honda) today held an online world premiere to unveil the all-new Avancier SUV, the first Honda hybrid model to bear the new H mark and feature the newly-developed platform and Honda Hybrid next-generation hybrid system, representing the latest advancement of Honda hybrid technologies.

At today's world premiere, Honda unveiled the exterior and interior designs of the all-new Avancier, along with the technological overview of the Honda Hybrid.



Under the grand concept of "Grand-Journey," the all-new Avancier was developed as a three-row SUV that enables customers to enjoy gratifying journeys with their loved ones. The development team pursued a high-quality mobility experience, welcoming environment, and meticulous craftsmanship that enables customers to truly experience these qualities.

The all-new Avancier is scheduled to be rolled out to markets primarily in Asia, including Thailand, Japan and China.

<Exterior design>

The all-new Avancier features an exterior design that expresses the aesthetics of the "Grand-Journey" concept, combining a cutting-edge look with sporty characteristics. The simple, yet refined body surfacing incorporates well-defined body frame structures that inspire a desire to go on long drives, along with subtle rugged design elements unique to SUVs, achieving a completely new, distinctive, surprising presence.

The front fascia features slim multi-function lights paired with a bold grille, creating a sharp, solid appearance. The side profile features a horizontally-oriented, flowing structure and simple body surfacing with minimal contours, realizing styling that inspires confidence and comfort on long drives. In back, the tapered rear fascia with combination lights marked by straight lines and 90-degree angles that accentuate the pronounced fender flares, creating a sporty stance.

Furthermore, the design team pursued a sleek and futuristic appearance unique to the all-new Avancier by adopting a visually uncluttered design achieved by seamlessly integrating functional components into the body, such as flush outer door handles and a thin tailgate spoiler with a concealed rear wiper.





<Interior design>

Based on the “Grand-Journey” concept and the three key themes: “meticulous craftsmanship,” “high-quality mobility experience,” and “welcoming environment,” the interior design team strived to realize an innovative and high-quality cabin space where all occupants can enjoy a comfortable time.

For the first row, an uncluttered design with a sense of spaciousness was achieved through a simple instrument panel free of switches and buttons. Ample space was realized by consolidating all such functions on a large center information display, and by adopting a column shifter that removed the shifter from the center console.

For second-row occupants, the design team strived to create a relaxing, limousine-like space creating a high-quality welcoming environment. The door linings feature a flowing design extending from front-to-rear, while large armrests are provided for the left and right seats, ensuring a spacious, comfortable space for both second-row passengers. In addition, a panoramic roof extends all the way to the third-row area creating an open, airy cabin with an expansive skyward view.

For third-row occupants, ease of ingress and egress was further increased by optimizing the shape of door sills and other design features, while ensuring the comfort of all occupants.

Moreover, the design team pursued an interior which enables all occupants to spend time traveling in comfort, by applying meticulous craftsmanship to every detail with the adoption of high-quality designs and materials, and by incorporating ambient lighting designed to enhance the atmosphere of the cabin.





<Cabin space>

The cabin was designed to ensure comfort for all occupants, even during long-distance travel. The first row is equipped with ergonomically designed relaxing seats that help reduce physical strain and fatigue. The second-row seats offer various comfort features such as heated and ventilated seats and a large headrest, enabling each occupant to relax in comfort.

The all-new Avancier is also equipped with a BOSE Premium Sound System compatible with Dolby Atmos®, which creates a three-dimensional sonic environment by adding overhead audio channels to the conventional front, rear, left and right channels. By comprehensively controlling its 12 speakers, the system delivers an immersive 3D sound experience that envelops all occupants.

Furthermore, in addition to a voice recognition function that enables occupants to control various features such as the air conditioning unit, the all-new Avancier is expected to feature Remote In-Cabin View and Remote Surround View, functions which enable the customer to use a smartphone to remotely check the cabin and surroundings, respectively, of their parked vehicle. Honda will continue to enhance the value of in-vehicle experiences, tailored to each customer under the collective name of "MyCabin."

<Honda Hybrid and newly developed platform>

The all-new Avancier is the first model to be equipped with the Honda Hybrid next-generation hybrid system, representing further advancement of the original Honda two-motor hybrid system. As a result of various advancements, including expansion of the high-efficiency operating range of the engine, improvement of the efficiency and downsizing of the drive unit, and advancement of control technologies, the Honda Hybrid system realizes both excellent fuel efficiency and the joy of driving that appeals to all senses of the driver, at a high level.

The all-new Avancier is also the first model built on the newly-developed platform that realizes both excellent driving stability and exhilarating driving experience. This is achieved by optimizing both rigidity and weight reduction through the adoption of a new approach to body rigidity management which brings about vehicle behavior as if the body is flexing during cornering and improves roadholding performance. Moreover, the new platform adopts a modular architecture that enables commonization of components for each model, such as the engine room and rear underbody, while specifically developing other areas such as the rear cabin. By increasing parts commonality across various models using this platform, efficient development and production of distinctive and diverse models will become possible.

Furthermore, the all-new Avancier features the Motion Management System, original Honda integrated control technology. Applying highly precise vehicle state estimation and posture control technologies amassed through Honda robotics development, the system integrates control of braking force, driving force and other vehicle dynamics to stabilize vehicle behavior and help the driver control the vehicle exactly as intended in a wide range of driving situations.

The all-new Avancier became the first Honda model to feature the DualPower eAWD, electric all-wheel-drive system, which drives and controls the front and rear wheels independently by separate motors. The front and rear motors deliver powerful acceleration from a stop, while precise distribution of driving force according to driving conditions ensures excellent driving stability. Moreover, the all-new Avancier is also equipped with the Honda S+ Shift, which has been a popular feature on all-new Prelude and Civic e:HEV RS.

Equipped with these advanced technologies, the all-new Avancier will offer a high-quality and exhilarating driving experience unique only to Honda, which resonates with all of the driver's senses, while also enabling the driver to control the vehicle exactly as intended with greater peace of mind. Honda will continue to enhance the value of the driving experience for its customers under the collective name of "MyMotion."

Over-the-air (OTA) software updates will be offered for the all-new Avancier, with plans to continue adding new features that further enhance customer convenience even after the vehicle purchase.

In order to respond quickly to growing global demand for hybrid vehicles, Honda has been reallocating more resources toward hybrid business. Starting with the all-new Avancier unveiled today, Honda is planning to launch 15 next-generation hybrid models equipped with Honda Hybrid globally, by the end of the fiscal year ending March 31, 2030.

Honda Hybrid | All-New AVANCIER Global Reveal