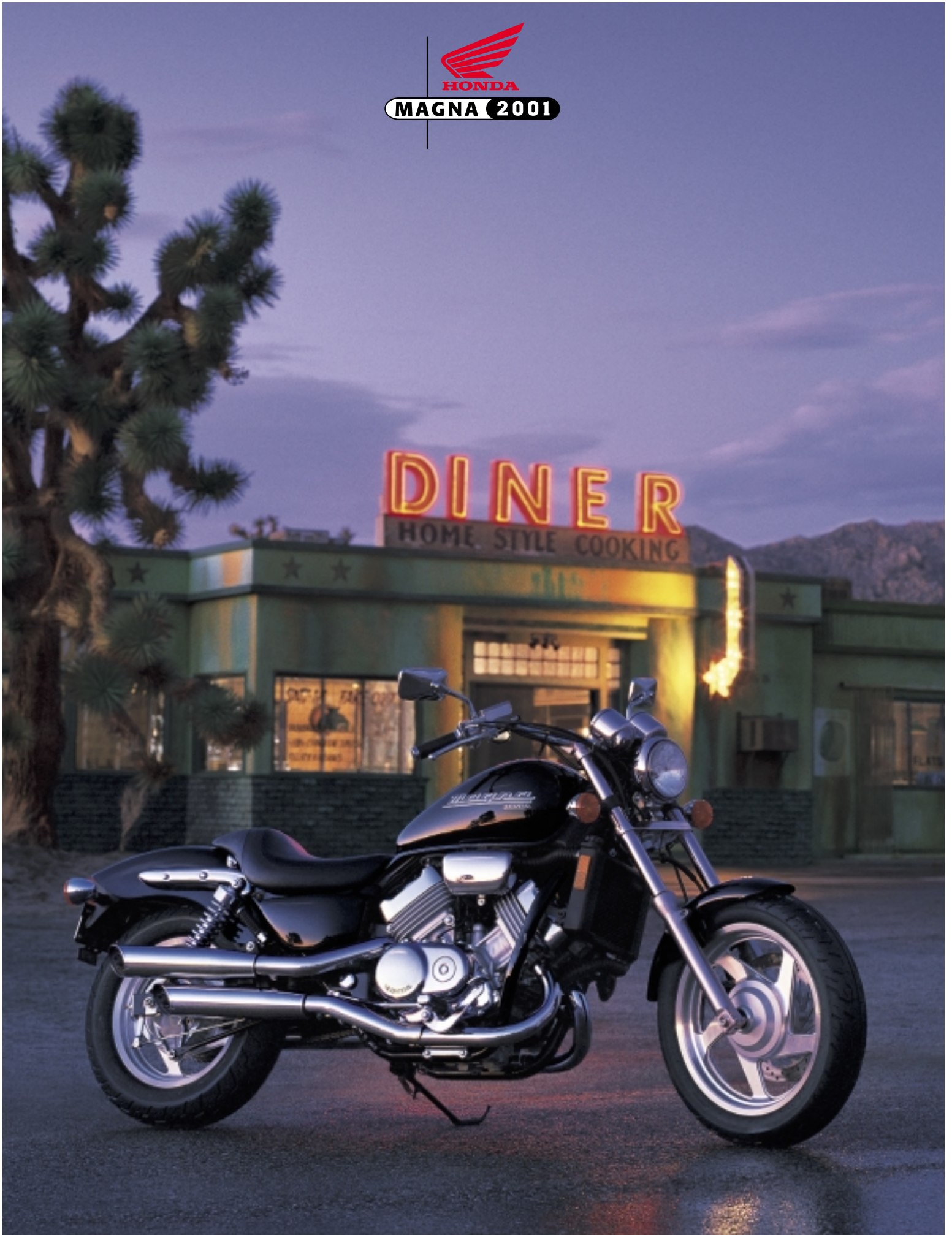




MAGNA 2001





See what happens when your custom bike goes to the gym?

Magna All motorcycles start out with the same basic elements: A frame. An engine. A pair of wheels. Brakes. A seat. And so on. But everyone knows that all motorcycles are not equal—some just seem to do a lot more with what they've got when it comes to looks, power and overall performance.

Case in point? The awesome Honda Magna®. All muscle. No fat. But with a look that'll turn heads no matter where you ride.

The Magna's a custom with a difference—a big, powerful difference. Because while most custom bikes use V-twin engines, the Magna uses one of Honda's famous V-4s. We've raced them, won world championships with them, and invented the concept of the performance custom with our 1983 V65 Magna.

A V-4 makes a perfect engine for a custom—especially this V-4. With a big-bore/short-stroke configuration, the Magna revs free and smooth, and has a horsepower curve that just goes on and on. But its compact crankshaft and 90-degree V angle let it fit right into a custom chassis and look like it belongs there. The configuration also gives the Magna massive on-tap low-end torque, just like half of a big Detroit V-8, so when you twist the throttle you know the Magna is going to deliver a different kind of power. This is not an engine that rumbles and shakes to pretend it's working. It's a throbbing waterfall of seamless power that never, ever runs dry.

The engine's four-cylinder 16-valve double-overhead-cam configuration is as cutting edge as any Superbike's, and makes other customs look apologetically weak.

Once you get past the Magna's powerful performance, you'll find that it's still an incredible bike. Its long, stretched-out, 65-inch wheelbase means it's stable at speed and comfortable to ride when the road's bumpy. The low 28-inch seat height means it's not a struggle when it's time to put your feet down at a stoplight or in a parking lot. The forward-set pegs, pullback handlebar and comfortable seat are laid-back enough for cruising comfort, but still put you in control when the road turns sporty. And because the seat is a two-piece design, if you're traveling solo you can give the Magna a unique, bold look simply by removing the passenger section.

When it comes to looks—well, that you can see for yourself. The Magna isn't a bike that tries too hard; it's secure to be what it is. Strong, yet graceful. Powerful, yet athletic and balanced in motion.

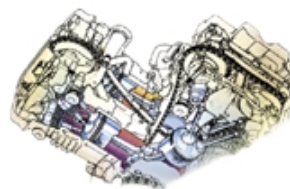
If you've ever ridden a Honda, you know there's no substitute for performance. Other bikes may make excuses, but if the whole



point of riding a custom motorcycle is to ride something a little different from what everyone else rides, and if you've ever twisted a throttle wide open just to feel that magical kick of acceleration, then Honda's awesome Magna has to be at the top of the performance-custom food chain.

Mechanical Features

What do you get when you take four carburetors, four valves per cylinder, four chain-driven overhead camshafts, a short, tough four-bearing crank, a high 10.8:1 compression ratio and high-rpm shim-under-bucket valve adjusters, add them all together and garnish with a 9750-rpm redline? Performance—Magna style.



When you're talking about the Magna's level of performance, you're talking about liquid cooling. The high-flow radiator is tucked away in front of the front cylinder bank where you'll probably never notice it—until you twist the throttle, that is.

Specifications

Magna

| | |
|----------------------------|---|
| Model | VF750C |
| Engine | 748cc DOHC liquid-cooled 90° V-4 |
| Carburetion | Four 34mm constant-velocity carburetors |
| Bore and stroke | 70.0 x 48.6mm |
| Ignition | Solid-state digital |
| Transmission | Five-speed |
| Final drive | O-ring sealed chain |
| Front tire | 120/80-17 |
| Rear tire | 150/80-15 |
| Front brake | Single-disc with twin-piston caliper |
| Rear brake | Drum |
| Seat height | 28.0 inches |
| Wheelbase | 65.0 inches |
| Fuel capacity | 3.6 gallons, including 0.8-gallon reserve |
| Dry weight | 505 pounds |
| Color | Black |
| Honda Genuine Accessories™ | Cruiser windshield, chrome engine guard, chrome rear carrier, chrome backrest with pad, magnetic tank bag |



MAGNA

WHAT'S IN A NAME? When you choose a new Honda Magna, you've done more than just pick a great way to enjoy life on two wheels. You've become a member of the Honda family. And that means your fun is just beginning. On the next page you'll find 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 on any of these programs. And welcome to the Honda family—we look forward to riding with you.

BE A RESPONSIBLE RIDER. Riding a motorcycle is an exercise in responsibility—to yourself, to others, to the environment and to the sport. So remember, wear a helmet, eye protection and protective clothing whenever you ride. Never ride under the influence of drugs or alcohol, and never use the street as a racetrack. Inspect your motorcycle before riding, read your owner's manual, and see your local Honda Dealer concerning reimbursement through the Honda Rider's Club of America for Motorcycle Safety Foundation rider training*. Always obey local laws, use common sense, and respect the rights of others when you ride. Make sure you have a proper license when riding on public roads, and never modify your motorcycle's exhaust system.

All dressed up and everywhere to go.

Precisely because the Magna is so capable, by adding just a few key accessories you can really expand its versatility. That's why we offer a line of Honda Genuine Accessories for your new bike. Just ask your Honda Dealer to see the entire selection—he'll be happy to show you how you can make your Magna your own.

1. Cruiser Windshield^o

When the weather turns cold or if you're planning a long trip, this fork-mounted windshield is definitely the way to go.



1.

2. Chrome Engine Guard

Dress up your Magna and add a level of engine protection with this tubular chromed guard.



2.

3. Chrome Rear Carrier^o

Whether you're taking a trip or just running errands, this optional rear carrier adds carrying capacity.



3.

4. Chrome Backrest with Pad^o

A ride as sweet as the Magna is too good not to share. Treat your passenger to some extra comfort with this plush, padded backrest.



4.

5. Magnetic Tank Bag^{oo}

Ever wish you had a little extra storage? Constructed from rugged nylon, this handy black bag attaches right to your Magna's tank with powerful magnets.



5.



Log on to our website at www.honda.com for more information about Honda Genuine Accessories.

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. ^oMounting brackets required. ^{oo}Maximum allowable cargo weight 4.4lbs. *Maximum reimbursement \$75. **The HondaCare Protection Plan is administered by the American Honda Service Contract Corporation in the state of Florida. †One-year complimentary membership for new, unregistered motorcycles purchased from participating dealers. ††Financing available on approved credit. ‡Financing available to qualified customers subject to credit approval from Transamerica Bank, N.A., on the Honda Card program at participating dealers. California versions may differ slightly due to emissions equipment. Magna, Honda Genuine Accessories, HondaCare, HondaCare Protection Plan, Protection under our Wing, Honda Rider's Club of America, Honda Hoot, HRCA, Pro Honda, Honda Card and Performance First are trademarks of Honda Motor Co., Ltd. ©2000 American Honda Motor Co., Inc. (10/00) Printed in the U.S.A. A1321

Come ride with us.

HONDACARE PROTECTION PLAN Your new Honda Magna already has a great warranty, and the best way to extend virtually all of that coverage is through the HondaCare Protection Plan^{®**}. And, because Honda stands behind it, you know it's the best available. There's absolutely no deductible, it's an unlimited-mileage program, and it's fully transferable at no charge. When you own a Honda, "Protection under our Wing[™]" is definitely the way to go.



HONDA GENUINE ACCESSORIES Magna riders love to tinker. So if you're looking for that special accessory to make your Magna unique, make sure you check out our selection of Honda Genuine Accessories. They'll enhance your Magna's looks and versatility, and they're designed to work right, fit right and look right.



HONDA RIDER'S CLUB OF AMERICA When you ride your new Magna, you're never riding alone. That's because we'll sign you up as a member in the Honda Rider's Club of America.† Open to all Honda owners, it's got to be the greatest deal in motorcycling. The benefits alone make it a bargain, and you'll meet some great friends too. Just call 1-800-847-HRCA. And while you're at it, be sure to ask your Honda Dealer about going to the Honda Hoot[™] in Knoxville,



Tennessee, or any of the other great events the HRCA[™] sponsors.



PRO HONDA OILS AND CHEMICALS

When it's time for service, why use anything but Pro Honda[™] oils and chemicals and Genuine Honda Parts in your new Magna? Engine oil, chain lube, polishes,



waxes and cleaners, they're all designed to meet Honda's strict engineering standards, and to help keep your new Magna looking and running as good as new for as long as you own it.

AMERICAN HONDA FINANCE CORPORATION Still buying lottery tickets? Now there's no need. Because if you're a qualified buyer, an easy way to get the long green for your new Honda Magna is through the American Honda Finance Corporation.†† Just ask your dealer for more information. And you won't have to pick six numbers or match up three scratch-offs either.



THE HONDA CARD The Honda Card[™] revolving charge card‡ is another easy way to pay for your new Honda Magna. And you can use the Honda Card to purchase Honda parts and Honda Genuine Accessories. Applying for the Honda Card is easy too—just see your participating Honda Dealer.

