

|| Honda Introduces the Glide (Article Excerpt) ||

Everyone claimed to have “The Car of the Future,” but 1 manufacturer got everything right.



(Honda DL Prix, circa 2055)

In 2055, when Japanese automaker Honda first introduced the DL Prix at the prestigious New York City automobile exposition, no one expected the car to become such a staple of American urban culture. The vehicles were, after all, small and, admittedly, funny looking. The body was made of such light material that its safety rating was questioned, bringing about another 4 months of crash tests to confirm Honda’s results.

Just as the Big 3 had done with Preston Thomas Tucker’s automobiles in the last century, the DL Prix adopted other manufacturer’s successes. The vehicle had airless tires (like Ford) and Lane Departure Warnings (like Toyota). But it had something more: a perfect target market.

The DL Prix was not meant for a country drive. It was not meant for large families or even, really, for car lovers. It was meant to be driven in urban environments – the cities of the world, particularly in the United States.

Small, quiet, easy on fuel, high on passenger comfort, and low in price, the Honda DL Prix introduced to the ever-more-crowded cities something they had never been used to before: a life without public transportation at an affordable cost.

And it wasn’t just the citizens that loved the DL Prix. It would not have become the ubiquitous city transport it is today without the continued support of smart legislators in city governments all across America.

Honda knew this and made quick partnerships with those who could affect their campaigns. In some cities, the city-sponsors of the DL

Prix made it hard not to buy 1 of the little beauties. By 2060, so many tax and deferment incentives were being hurled at potential customers it became simply obstinate not to want to trade in your old car for the DL Prix. Not since the introduction of Henry Ford's Model T had so many of the same make and model occupied the same roads - looking like matching gray hornets.

And what city wouldn't want a fleet of DL Prixs? Their size doubled available parking; their noise reducers changed rumbling thoroughfares to a whisper quiet rural routes - so quiet, in fact, that the DL soon was handed a new name: the Glide.

'Glides' began to appear everywhere in the next 10 years - bought by city taxi companies, limousine services, police departments, any adaptable type of specialty vehicle.

Years after its debut at the automobile exposition, Honda released an even smaller, quieter, cheaper version of the car - the Honda Q-Glide, a 2-seater perfect for short errands and adapted for city use in a myriad of ways. Honda declared it, and they were right, 'The car of the future...is now.'



(Honda Q-Glide, circa 2066)