The 2017 Honda Ridgeline

Steve Behm
Principal Underbody Design Engineer
2017 Honda Ridgeline Body Development Leader
Honda R&D Americas, Inc.
Ridgeline History

1st Generation: 2006 – 2014

Unibody pickup Truck
Best handling, ride & fuel economy
Innovative package, bed & tailgate

250,000 units in operation
175,000 original owners

PASSIONATE CUSTOMERS

ACCOLADES

2006 Best of What’s New
Society of Plastic Engineers
2006 Grand Award
Editor’s Choice
"#1 Pickup"
Automobile
All Star
Top 10 for 2007
Popular Mechanics
Automotive Excellence
Functionality

APEAL Winner
### Customer & Dealer Feedback

#### Pros

<table>
<thead>
<tr>
<th>WEST</th>
<th>CENTRAL</th>
<th>MIDWEST</th>
<th>SOUTHEAST</th>
<th>NORTHEAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Car-like driving dynamics</td>
<td>• Dynamics</td>
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</tr>
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<td>• Safety</td>
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</tr>
<tr>
<td>• Interior</td>
<td>• Unibody construction</td>
<td>• High quality feel solid</td>
<td>• Swing &amp; flip tailgate</td>
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</tr>
<tr>
<td>• In-Bed Trunk</td>
<td>• Styling</td>
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<td>• Styling</td>
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</tr>
<tr>
<td>• Sport</td>
<td>• Tonneau cover (expensive)</td>
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<td>• Technology is old</td>
</tr>
<tr>
<td>• (only wheel &amp; tire)</td>
<td>• FE does not match Honda or limited towing</td>
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<td>• 6’ bed</td>
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# Driving Dynamics    # Trunk & Tailgate    # Cabin Space    # Styling    # Fuel Economy    # Technology
Personal
Attractive & Modern

- Emotionally appealing:
  - Easily recognized as a TRUCK
- Up-to-date:
  - Easy to Use, Tech Features, HMI

Prepared
Capable & Versatile

- Prepared for the bulkiest of Cargo:
  - Right Sized Bed, best utility for wide and long modules & easy loading
- Capable
  - 1500 lb. payload, 5000 lb. towing & off-road capability
- Most versatile interior:
  - 5 adult comfort plus large module capability in rear seat area

Confident
Comfortable & Secure

- Freedom to Explore:
  - Fun to drive, comfortable for long trips, improved driving range, class leading FE
- Freedom to tell stories:
  - Quiet comfortable cabin
- Peace of mind:
  - Most secure storage, DQR, Top Safety+
- Makes financial sense:
  - Great VALUE and feature content
Everyday Life Is an Adventure…

Commuting, Work
“...I need a truck to navigate the urban environment, look cool, feel safe, and get outstanding fuel economy.”

Home Projects
“I need a truck that can haul a lot of cargo and not worry about it.”

Weekend Escapes
“I need a truck that can take me anywhere I want and bring my family and toys.”

I Need a Truck to Guide Me!
LIFE’S ADVENTURE GUIDE

Personal
Cool, Tough & Athletic

Commuting/work
“I need a truck to navigate the urban jungle, look cool, feel safe, and get outstanding fuel economy.”

Prepared
Capable & Versatile

Home Project
“I need a truck that can haul a lot of cargo and not worry about it.”

Confident
Comfortable & Secure

Weekend Escape
“I need a truck that can take me anywhere I want and bring my family and toys.”
## Pros

- **Driving Dynamics**
  - Car-like driving dynamics
  - Safety
  - Interior cabin space
  - Unibody construction
  - In-Bed Trunk
  - High trim levels (leather, leather + nav)
  - Medium size luxury truck
  - 2WD version (insurance, price point, FE)
  - Perceived as a car
  - Reach over height (bed sides)
  - 6’ bed
  - Dynamics
  - In-Bed Trunk
  - Swing & flip tailgate
  - Garagability
  - High trim levels (leather, leather + nav)
  - Commanding feeling
  - Bed scratching even light duty hauling (cargo hauling & landscaping)
  - Tonneau cover (too expensive)

## Cons

- **Styling**
  - Styling does not look like a truck
  - 2WD version (insurance, price point, FE)
  - Perception of a truck
  - Reach over height (bed sides)
  - 6’ bed
- **Fuel Economy**
  - FE too low (+3 mpg)
  - Needs better FE
- **Technology**
  - Technology is old
  - Want lower price entry point
- **Truck-like Proportions**
  - Driving Dynamics
  - Trunk & Tailgate
  - Cabin Space
  - Styling
  - Fuel Economy
  - Technology

### Body – Core Concepts

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### Innovative Package

- **Unibody Construction**
- **Updated Platform, Materials, Joining**
- **Styling**
- **Fuel Economy**
- **Technology**

### Updated Features

- Selection is key, don't have product

#GDIS | #SteelMatters
Provides more usability and maintains passenger comfort while keeping a small footprint.

Confident
Improved Safety

Personal
Maintain comfort for 5 Adult Passengers

Prepared
Increased Bed Usability

Overall Width 78 ¼ (+ ½)

38 (+ ¼) 125 ¼ (+ 3) 46 ½ (- ½)

210 (+ 3)

+ 4 in.

Up to 82qt Cooler

(Compared with previous model)
Package: Cargo Flexibility

1. Passenger space
2. Accessible storage
3. Secure interior zone
4. Truck bed
5. Secure in-bed storage

- 1,584 lb. payload

<table>
<thead>
<tr>
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<th>Comp A</th>
<th>Comp C</th>
<th>Comp B</th>
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<tr>
<td>Bicycle</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Golf Bag (Hidden)</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>TV &amp; Golf Bag</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

- Wheel On
- Wheel Removed

#GDIS | #SteelMatters
Styling  ▶  Exterior Design Highlights

Modern Aerodynamic Profile

Traditional Truck Profile
**Styling : More Truck-Like Profile**

Side panel construction accommodates longer wheelbase

**Previous**

~135° (MIN)

148

**New Ridgeline**

Side Panel + 4 ¾ in. from previous

~95°

152 ½

---

**Rear Fender Advantages**

- **Styling Flexibility**
  - Avoids formability constraints at C-pillar/bed corner
  - Enables clearly defined cab/bed styling cues

- **Weld Access**
  - Allows for structural truss construction

- **Insurance/Repair**
  - Bolt-on rear fender can be replaced after light collision damage

- **Stamping Efficiency**
  - Side panel blank efficiency & scrap rate improvement
Styling  | Factory Impact

Honda manufacturing’s flexible production strategy leverages commonality between products & processes.

**Challenge**

Rear fender construction requires two new processes
- Rear Fender Sub-Assembly
- Rear Fender Install to the Whitebody

**Solution**

- **Lean**
  - Developed production equipment with small footprint enabling it to be located near point of installation
- **Agile**
  - Sub-Assy during other model production
  - Install during Ridgeline production
  - Adjustable to production volume
- **Flexible**
  - Sub-Assy cell is currently new for Ridgeline
  - Adaptable to other processes/ assemblies future new model consideration
Body Structure: Key Construction

1. ACE Body Construction
2. New 3-bone Platform
3. Rigid Steering Hanger Beam
4. Roof Crush Prevention
5. Reinforced Rear Cabin
6. Integrated Truss Construction
Body Structure | Platform Commonality

3\textsuperscript{rd} Generation Light Truck Platform

\begin{itemize}
  \item \textbf{‘14 MDX}:
    \begin{itemize}
      \item A = MDX Common
      \item A' = MDX Modified
      \item B = Pilot Exclusive
    \end{itemize}

  \item \textbf{‘16 Pilot}:
    \begin{itemize}
      \item A = Pilot Common
      \item A' = Pilot Modified
      \item B = Ridgeline Exclusive
    \end{itemize}

  \item \textbf{‘17 Ridgeline}:
    \begin{itemize}
      \item A = Pilot Common
      \item A' = Pilot Modified
      \item B = Odyssey Exclusive
    \end{itemize}

  \item \textbf{‘18 Odyssey}:
    \begin{itemize}
      \item A = Pilot Common
      \item A' = Pilot Modified
      \item B = Odyssey Exclusive
    \end{itemize}
\end{itemize}

Body Platform Commonality

\begin{itemize}
  \item \textbf{‘14 MDX}: 82%
  \item \textbf{‘16 Pilot}: 73%
  \item \textbf{‘17 Ridgeline}: 47%
\end{itemize}
Body Structure : Platform Construction

Next Gen ACE Body Structure

More Efficient 3-Bone Platform Construction

Previous “4-bone”

New Ridgeline “3-bone”

Hot Stamp Steel Door Ring with Tailor-Welded B-Pillar
Body Structure: Truck-Specific Construction

C-pillar Critical Unibody Joint
- Bed rail section continuously integrated into C-pillar section
- Spot welding + structural adhesive + mechanical fastener

Rear Cabin Cargo Retention Structure
- Rear cabin structure includes load paths to manage input from bed cargo intrusion test mode

Rear Sub-Frame Mounts
- Previous: Collar support bracket
- New Ridgeline: Collar + butterfly braces (+45% mount stiffness)

One-Piece Rear C/Mbr Comp
- Previous: C/mbr in floor frame comp D-plr in side panel outer comp
- New Ridgeline: One-piece rr c/mbr → Improved accuracy for t/gate fit/fuction
Body Structure: Truck-Specific Construction

2014 Ridgeline

2017 Ridgeline
Body Structure: Truck-Specific Construction

2014 Ridgeline

- C-Pillar Stiff (ISOLATED)
- Panel Style: Rear Inner

2017 Ridgeline

- C-Pillar Stiff (INTEGRATED)
- Boxed Section: Rear Inner
Body Structure: Truck-Specific Construction

2014 Ridgeline
- Rear Cabin (PANEL)
- C-Pillar (SECTION)
- Rear Inner (PANEL)

SEC AA

2017 Ridgeline
- Rear Cabin (SECTION)
- C-Pillar (SECTION)
- Rear Inner (SECTION)

SEC AA

SEC BB

Rear Cabin (PANEL)
Side Panel Outer
Rear Inner (PANEL)
Rear Inner (SECTION)
Rear Fender
Body Structure : Material Selection

55.0% High Strength & Ultra High Strength Steel

<table>
<thead>
<tr>
<th>Material</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>270 MPa</td>
<td>38.9%</td>
</tr>
<tr>
<td>340 MPa</td>
<td>2.4%</td>
</tr>
<tr>
<td>440 MPa</td>
<td>4.1%</td>
</tr>
<tr>
<td>590 MPa</td>
<td>31.6%</td>
</tr>
<tr>
<td>980 MPa</td>
<td>13.5%</td>
</tr>
<tr>
<td>1500 MPa</td>
<td>5.8%</td>
</tr>
<tr>
<td>Aluminum</td>
<td>1.5%</td>
</tr>
<tr>
<td>Magnesium</td>
<td>1.6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Body Structure: Weight

- Increased Wheelbase
- SOT Protection
- Increased Stiffness
- Increased Bed Size

2014 Ridgeline: 2,080 kg (Body: 609 kg)

2017 Ridgeline: 2,018 kg (Body: 593 kg)

-62 kg

-16 kg
Body Structure: Light-Weighting

- **Aluminum Hood**: -10.1kg
- **Cast Magnesium IP Frame**: -6.8kg
- **Composite Battery Base**: -0.6kg
- **High Strength Steel Front Side Frame**: Max 440MPa
- **Composite B-Plr Stiff**:
- **Hot Stamp Door Ring**: Max 980MPa

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Performance Concept

Comfortable, Confident & Powerful Dynamic Performance in All Conditions

- Better ride comfort
- Better traction
- Better stability on and off the road
- Independent suspension
- Best active AWD in the market
- Stronger, lighter body
## Performance : Targets

**All targets met or exceeded**

**Very competitive product with clear customer advantages**

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<thead>
<tr>
<th>LIFE'S ADVENTURE GUIDE</th>
<th>Previous</th>
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<tbody>
<tr>
<td><strong>PERSONAL</strong> Attractive &amp; Modern</td>
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<td></td>
</tr>
<tr>
<td>Interior Refinement</td>
<td></td>
<td>Above-class feeling</td>
</tr>
<tr>
<td>Truck Proportion</td>
<td></td>
<td>Reduce buttress, longer &amp; level bed sides, stance</td>
</tr>
<tr>
<td><strong>PREPARED</strong> Capable &amp; Versatile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acceleration</td>
<td>3.5L DI, 6AT, IWR (reduced)</td>
<td></td>
</tr>
<tr>
<td>Cargo Module Capability</td>
<td>Increase bed length &amp; width (CRF450R) &amp; Maintain 4 feet between wheel wells</td>
<td></td>
</tr>
<tr>
<td>Payload</td>
<td>Payload capacity (100 lbs. = 1.0 p)</td>
<td></td>
</tr>
<tr>
<td>Towing Performance</td>
<td>Increased torque &amp; longer wheelbase</td>
<td></td>
</tr>
<tr>
<td>Off Road</td>
<td>Traction Management (snow, mud, sand, 7 ¾ in. clearance)</td>
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<tr>
<td><strong>CONFIDENT</strong> Comfortable &amp; Secure</td>
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<tr>
<td>Hidden (Dirty) Storage</td>
<td>Maintain 2nd row under seat storage &amp; in-bed trunk (dirty) + seat hooks (HAA)</td>
<td></td>
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<tr>
<td>NVH</td>
<td>Multi-link, LT platform &amp; body sealing</td>
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<td>Ride Comfort</td>
<td>Multi-link rear suspension</td>
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<tr>
<td>Steering &amp; Handling</td>
<td>EPS, multi-link, (-) increase wheelbase</td>
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<tr>
<td>Fuel Economy</td>
<td>VCM, i-VTM, reduced aero, IWR (reduced)</td>
<td></td>
</tr>
<tr>
<td>21 mpg combined</td>
<td></td>
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26  

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Performance : NVH

Best in class on-road cabin isolation

- New Ridgeline
- RTL
- RTL-E
- RT
- Comp A
- Comp B
- Comp C
- 14M Ridgeline

Rear Sub-Frame Mounts

Helps to isolate road load input from the chassis into the body

- Collar + butterfly braces (+45% mount stiffness)

Concrete Rain Groove Highway Noise vs. Quiet

Smooth Asphalt Highway Noise vs. Quiet
Performance : Handling

Precise Body Control → Top Class Performance

Double Lane Change Max Speed

Lane Change Speed (mph)

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<th>2014 Ridgeline</th>
<th>2015 Comp A</th>
<th>Comp C</th>
<th>Comp D</th>
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<tr>
<td>2017 Ridgeline</td>
<td>52</td>
<td>48</td>
<td>46</td>
<td>44</td>
<td>42</td>
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Ride Test

(Gross Body Control vs. Aftershake)

Fuwa index

Aftershake index

Better

New Ridgeline

New Ridgeline
Unibody construction offers superior ride comfort, handling & confidence

Doors and tailgate still open/close during severe frame twist mode

New Ridgeline

Torsion + 28%

14 Ridgeline

Bending Stiffness

Better Ride Comfort
Maximize Passive Safety Through Body Design

- Frontal Crash Protection
- Side Impact 2-Row Protection
- Rollover Protection
- Cargo Protection
- Rear Crash Protection
Performance: Safety

Robust Platform
- Maintained Crash Performance
- Truck Size (+360mm)
- Minimal Added Parts
Performance: Small Overlap Test
Performance : Rear Crash

Platform

Ridgeline

In-Bed Trunk Packaging

Standard Trailer Hitch

BASELINE SPEC PERFORMANCE

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<tr>
<td>GS</td>
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<tr>
<td>~ +10% Stroke</td>
<td>~ -20% Energy</td>
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FINAL SPEC

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<tr>
<th>Platform</th>
<th>Frame A (2.0)</th>
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<tbody>
<tr>
<td>Frame B</td>
<td>(1.6) Upr Stiff (0.8)</td>
</tr>
<tr>
<td>Lwr Stiff</td>
<td>(2.0)</td>
</tr>
</tbody>
</table>

Overall rear frame length is equivalent between 2SF/2SL and 2KM. Meaning, the frame needs to absorb equivalent energy to maintain 2SF/2SL performance.
## Industry-Leading Safety Ratings

<table>
<thead>
<tr>
<th>NHTSA</th>
<th>Frontal Crash</th>
<th>Overall Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Highway Traffic Safety Administration</td>
<td>★★★★★</td>
<td>★★★★★</td>
</tr>
<tr>
<td>IIHS</td>
<td>Frontal Crash Prevention</td>
<td>Superior</td>
</tr>
<tr>
<td>Insurance Institute for Highway Safety</td>
<td>Frontal Collision</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Side Collision</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Rear/Head</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Roof Strength</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Small Overlap</td>
<td>Good</td>
</tr>
</tbody>
</table>
The All-New 2017 Honda Ridgeline

Great Designs In Steel
May 17, 2017