



HONDA

Press Information

Celebrate the festival season in a splendid way with the 'Great Honda Fest'

September 15, 2010: Honda Siel Cars India Ltd. (HSCI), leading manufacturer of premium cars, today announced the beginning of **"The Great Honda Fest"**, with the launch of **"Special Editions"** of the Jazz, City, Civic, Accord and CR-V.

The special editions will have special accessories kits, which will be made available at a special price for the forthcoming festival season.

The Great Honda Fest – from September 15 to November 5, 2010 – is an annual Honda event, which offers incredible value to the Honda customers who choose to purchase their dream car during this period. Apart from the Special Editions, Honda cars will also have some attractive offers during the Festival period.

Mr. Jnaneswar Sen, VP Marketing, Honda Siel Cars India said, "Through the Great Honda Fest we wish to join our customers in their celebration, in this festival season. This is in line with Honda's philosophy of offering enhanced value to people who aspire to buy a Honda."

About Honda Siel Cars India Ltd.

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 76%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

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