



All new 4th Generation Honda CR-V launched in India

Honda CR-V to be assembled in India

New Delhi, Feb 12, 2013: Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India, today launched the 4th generation Honda CR-V in India. The all new CR-V will be assembled in India for the first time at HCIL's manufacturing facility in Greater Noida, UP.

Long established as the benchmark vehicle in its class in terms of quality, refinement and popularity, the all new Honda CR-V offers more dynamic and sophisticated appearance while contributing to higher fuel efficiency and boasts of amazing interior versatility.

Speaking on the occasion, **Mr. Hironori Kanayama, President & CEO, Honda Cars India Ltd.**, said "With the launch of the fourth generation CR-V, we once again affirm our commitment to bring the latest from the global Honda portfolio to our customers in India. It is a matter of great pride for us at HCIL to assemble the CR-V in India for the first time." He also added, "The all new CR-V offers driving comfort and efficiency of a sedan, and the confident and powerful stance of an SUV and will appeal to both SUV and premium sedan buyers."

The All New CR-V will be available in two engine options, the lightweight and fuel efficient **2.0L SOHC i-VTEC engine with 2WD** and the more powerful **2.4L DOHC i-VTEC engine with Honda's original REALTIME™ 4WD**.

Improvements to the All New CR-V's **2.0L engine** offers max power output of **156PS@6500rpm** (+13PS as compared to outgoing model) and **190Nm of torque @4300rpm**. Similarly, the **2.4L engine** contributes to max power of **190 PS @ 7000 rpm** (+29PS as compared to outgoing model) and **226 Nm of torque @ 4400 rpm**. Both 2.0L and 2.4L engines realize impressive fuel efficiency of **13.7 km/l** and **12 km/l** respectively as per test results of Rule 115 of CMVR.

The all new CR-V comes with a **sophisticated 6 speed Manual Transmission** (in 2.0L variant) and a **seamless 5 speed Automatic Transmission** (in both 2.0L and 2.4L variants) delivering the perfect balance of driving performance and fuel economy. The conveniently placed **Cruise Control** buttons on the steering wheel allows the driver to cruise at the desired speed with one touch operation.

The 2.4L variant is available with Honda's original **Real Time™ 4-wheel drive (4WD) system** that supplies FWD (front wheel drive) operation in ordinary conditions and switches to 4WD on demand, depending on varied driving conditions. The **Paddle Shift** offered on 2.4L

version lets the driver enjoy the manual control of the 5 speed Automatic Transmission in a fun to drive manner.

The 4th Generation CR-V has completely redesigned exterior and the body design is **more aerodynamically efficient** due to many refinements. The new model takes on a more aggressive SUV stance with deeper sculpting of the body lines and a bolder front fascia, highlighted by a **premium sporty chrome grille** and **sleek, wrap around HID projector headlamps with washer**. The aerodynamic design is carried to the rear and the rear glass has been sculpted to look as wide as possible. The **vertical rear combination lamp** comes with a new theme for the 4th Generation CR-V with a more **three-dimensional style** that augments the design and aerodynamics of the vehicle. The all new CR-V sports a **shark fin antenna** that further accentuates the aero form. The new large **10-spoke 17 – inch alloy wheels** and bold fender flares emphasize the vehicle's dynamic presence and capability.

The interior of the all-new Honda CR-V aims to redefine the segment with a sedan-like driving comfort, reduced noise levels, a host of new and class leading features, convenient integration with personal technology, versatile cargo storage and high-quality materials. At **4545 mm long, 1820 mm wide, 1685 mm tall** and with a **wheelbase at 2620 mm**, the new CR-V offers a highly efficient proportion of space which is in line with Honda's **Man Maximum, Machine Minimum** concept.

The new model offers a more spacious interior layout. The all new premium **Dual Tone SiennaBeige Interiors with leather upholstery** make the inside of Honda CR-V comforting and a class apart. One of the most significant new interior features in the CR-V is the **One Motion Dive Down Rear Seats** which helps in increasing the cargo area in the car and is much more convenient than the traditional manual folding seats. Each side of the rear seat can automatically fold full flat into the front of the cargo area using one of the small levers located near the tailgate or a pull-strap positioned on the rear seat side.

Beyond its new versatile packaging, the CR-V demonstrates new attention to the in-vehicle experience, with sophisticated instrumentation and a **standard full-color, 5-inch “intelligent” Multi-Information Display (i-MID)** that offers a smart interface via fingertip controls on the steering wheel communicating Fuel Consumption, providing Audio/ HFT* (in 2.4L AVN grade) status display and rear camera display during parking. One can also customize the screen to set their favourite wallpaper. The **intelligent AVN system with 6.1” touch screen** offered in 2.4L (AVN) variant features turn by turn Navigation, DVD/ CD player, iPOD®, USB, Blue Tooth®/ Hands-free Telephone connectivity and a rear camera display.

The new CR-V comes with the introduction of a **new ECON button** which increases the potential for drivers to improve the vehicle's fuel efficiency when the system is activated by adjusting the performance of the engine, transmission, air conditioning system and cruise control. With a view to encourage fuel efficient driving, the CR-V's **Eco Assist™ system** has a built-in Ambient meter that changes colour in response to driving style. The illuminated arcs are located in the upper instrument panel on either side of the speedometer that show if the vehicle is being driven in an efficient style. The Green light means a more efficient driving style while the white color signifies inefficient driving.

The all new CR-V further reinstates Honda's approach to safety. Every CR-V incorporates as standard equipment **VSA–Vehicle Stability Assist system**; an **Anti-lock Braking System (ABS) with EBD and Brake Assist**; **Dual Front SRS Air Bags, Side-curtain airbags and front-side airbags** with a passenger-side **Occupant Position Detection System (OPDS)**; an **Advanced Compatibility Engineering™ (ACE™)** body structure which helps making the vehicle highly effective at absorbing and dispersing the energy of a frontal crash; **G-CON technology**; and a **Whiplash mitigation front seat design** that can help reduce the severity of neck injury in the event of a rear collision. The newly introduced **sophisticated Motion-Adaptive Electric Power Steering (EPS)** system works with the standard VSA and Electric Power Steering to detect instability in slippery road conditions both during cornering and under braking and automatically initiates steering inputs that prompt the driver to steer in the correct direction. This advanced new technology supports the driver's action in operating the vehicle more safely and comfortably. All the AT variants are equipped with a **Hill Start Assist (HSA)** which prevents the vehicle from rolling on inclines when the driver switches from the brake pedal to the accelerator pedal while the vehicle is stopped on a hill. Hill Start Assist automatically activates when the vehicle senses a certain incline and is fully stopped in any forward or reverse gear.

The All New CR-Vs chassis is designed to maximize driving enjoyment, passenger comfort and safety with its front **MacPherson Strut suspension** and **Double Wishbone Rear suspension**.

The All New CR-V will be available in 5 colors – **Carnelian Red Pearl, Sparkling Brown Metallic, Urban Titanium Metallic, Alabaster Silver Metallic and Taffeta White**. Two new accessory packages **Elegance** and **Inspire** would be offered in the All New CR-V.

The Honda CR-V comes with **Honda Care 2+2 year warranty** (2 yr standard warranty for 40,000 km + 2 year extended warranty for 80,000 km whichever is earlier) and **4 years roadside assistance** as standard value for all new CR-V buyers.

Bookings for the All New CR-V will start immediately at the company's vast distribution network of **141 facilities in 88 cities** spread across the country.

Honda CR-V was first introduced in India in July, 2003. The 3rd – generation Honda CR-V was launched in 2006 and with this model, Honda further strengthened its leadership position in the SUV segment. Ever since its first launch in India, a total of 13,739 CRV units have been sold cumulatively in the country which were imported as a completely build unit (CBU) from Japan.

The prices of new Honda CR-V (ex showroom Delhi) are:

2.4L AT with Audio Video Navigation	: 23.85 lakhs
2.4 L AT	: 22.40 lakhs
2.0L AT	: 20.85 lakhs
2.0L MT	: 19.95 lakhs

About Honda Cars India Ltd

Honda Cars India Ltd., (HCIL) leading manufacturer of passenger cars in India was established in December 1995 with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HCIL has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Rajasthan.

The company's product range includes Honda Brio, Honda Jazz, Honda City, Honda Civic, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility.

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

The company has a strong sales and distribution network with 141 facilities in 88 cities spread across the country.