



## **HSCI introduces new Jazz with bold styling and advanced features**

*Launches New Jazz at Rs 5.50 lakhs (Ex-showroom Delhi)*

**New Delhi, August 18, 2011:** Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, today launched the new Honda Jazz with fresh new exterior styling, enhanced interiors and several new value-added features.

The new Jazz exudes a sporty, bold, strong and commanding presence with its **new stylish front grille, newly designed aerodynamic front bumper, new headlights with silver & black matt finish and new design 15 inch silver alloy wheels**. The sporty rear of the new Jazz gets further enhanced with the **new rear chrome garnish** (in Jazz Select) and **new rear bumper**.

The new advanced interior creates a superior and refined atmosphere. The plush new **beige black interior (in Jazz and Jazz Select) and new Amber coloured stereoscopic dials** for superior visibility gives the car a richer feel. The versatile interiors of the new Jazz comes with the newly introduced **Rear reclining seats** for ensuring super back seat comfort during long drives.

Adding greater value to the Jazz X, the new car now has **Electrically Retractable Outside Rear View Mirror** for extra convenience of the driver. The advanced integrated Audio system now comes with a **standard USB Port** to offer consumers enjoy their favourite music with added convenience.

The new Jazz will be available in a **new colour Urban Titanium** in addition to the four existing colours Taffetta White, Alabaster Silver, Crystal Black Pearl and Rallye Red.

Speaking on the occasion, **Mr. Seki Inaba, Director Marketing, Honda Siel Cars India Ltd.** said, "During the past couple of years, HSCI has focused a lot on localization and cost down activities for our volume models through the R&D function in India. The new Jazz with its attractive pricing will surely appeal to the customers and expand on customer base of the Jazz."

Speaking on the occasion, **Mr. Jnaneswar Sen, Sr. Vice President, Sales and Marketing, Honda Siel Cars India Ltd.** said, "The new Jazz is a result of extensive customer feedback aiming at providing newness to the product and offers the latest in technology and design. With refreshed styling the New Jazz is a perfect blend of agile performance and elegant style."

Honda Jazz was introduced in the Indian market in year 2009 as 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. Widely acclaimed for its dynamic styling, spacious interiors, versatile utility and remarkable performance, the Honda Jazz brings added fun and excitement to the driving experience.

The Jazz's dynamic performance is achieved by a four-cylinder 1.2-liter i-VTEC engine. This engine has been specially developed for the Indian market and reflects the company's commitment towards India and its continued focus on bringing in the latest global technology into the country. The engine features Programmed Fuel Injection that delivers maximum output of 90 PS (66 kW) @ 6,200 rpm and Torque of 110 Nm (11.2 kg-m) @ 4800 rpm while giving impressive fuel economy of 16.7 km/l, as per ARAI test data.

Honda's design principle "**Man Maximum - Machine Minimum**" has defined the underlying approach in the design concept of the Honda Jazz that calls for maximizing the space available for passengers and minimizing the space occupied by mechanical components. The packaging of Honda Jazz is based on Honda's **innovative center tank layout** which allows enhancement of cabin space and practicality. The Jazz practicality has been enhanced with **three - mode "Magic Seat" configuration** to achieve multiple seating and cargo-carrying configurations for long or tall objects in addition to the standard five-passenger mode.

Safety of passengers and pedestrians is a top priority for Honda and all safety equipment is standard across all variants of Jazz.

The Honda Jazz is available in three variants – Jazz, Jazz Select and Jazz X in Manual Transmission.

### **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.

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

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.

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Honda's Exchange and Pre-Owned car division Auto Terrace has been in existence ever since the interception of HSCI in India. Present in all major Honda dealers across the country, Auto

Terrace presents itself as the one-stop solution for catering to the needs of customers wanting to exchange their existing cars for a New Honda car.

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

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