



## PRESS INFORMATION

### **2<sup>nd</sup> Generation Honda Amaze crosses milestone of 200,000 deliveries in India**

**New Delhi, December 17, 2021:** Honda Cars India Ltd. (HCIL), a leading manufacturer of premium cars in India, today announced that the **2<sup>nd</sup> generation model of its popular family sedan Honda Amaze has crossed milestone of 200,000 deliveries in India** since its launch in May 2018. The Honda Amaze is one of Honda's most successful models in India and has been well accepted by more than 4.6 lakh customers cumulatively since its first introduction in April 2013.

Speaking on the milestone, **Mr. Gaku Nakanishi, President & CEO, Honda Cars India Ltd** said, *"Honda Amaze is an important product for us and enjoys a strong market position in its segment. Amaze was specifically developed keeping Indian consumers in mind and the love and support it continues to receive from customers speaks volume for its wide acceptance. It drives volumes for our business and ranks among the country's best-selling sedans. The delivery of 200,000<sup>th</sup> unit of 2<sup>nd</sup> Generation Amaze is a proud moment for Honda Cars India family and reaffirms our commitment to keep introducing more such class-defining products."* He further added, *"We believe Amaze is a great choice for customers who expect enhanced status, comfort and peace of mind from their first car."*

Honda Amaze is a contemporary sedan which offers **One Class Above Sedan experience** with its bold design, sophisticated & spacious interiors, outstanding driving performance, advanced features, and safety technologies. The car is powered by Honda's well acclaimed 1.2L i-VTEC petrol engine and 1.5L i-DTEC diesel engine, available in Manual and CVT versions for both fuel options.

The Amaze is **Honda's strategic entry model, specifically developed for the Indian consumer, and exclusively Made in India**. Consistent focus and strong cooperation with its valuable suppliers based in India have helped HCIL to achieve more than 95% localisation for the Amaze.

The car embodies all the features, attributes and values associated with a Honda car. The Amaze has gained **strong presence and popularity in Tier 2 and 3 markets with 68% of model sales coming from these cities**. The **CVT variants contribute more than 20% share of Amaze sales** and reflects the growing popularity of automatic transmission models among customers. True to its role of being the entry model in Honda's line-up, about **40% of its customers are first time buyers** as Amaze is a great choice as first car offering status of a much bigger sedan and great peace of mind with Honda's famed durability, quality, reliability and low cost of maintenance.

#### **About Honda Cars India Ltd.**

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



Indian customers. HCIL's corporate office is based in Greater Noida, UP and its state-of-the-art manufacturing facility is located at Tapukara, District. Alwar, Rajasthan.

The company's product range include Honda Jazz, Honda Amaze, Honda WR-V, and Honda City catering to diverse needs of its discerning buyers across different segments. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability, safety and fuel-efficiency. The company has a strong sales and distribution network spread across the country.

Besides the new car business, Honda offers one stop solution for buying and selling pre-owned cars through its business function Honda Auto Terrace. The Honda Certified Pre-owned cars come with an assurance of quality and peace of mind that caters to the diverse and burgeoning needs of pre-owned car buyers across the country.

**For further information, please contact:**

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