



Honda Cars India reaches new milestone with its 300th dealership Expands network to 190 cities in the country

Kochi, August 22, 2016: Honda Cars India Ltd. (HCIL), leading manufacturer of passenger cars in India, today announced the opening of its **300th dealership in India** with the inauguration of **Perfect Honda in Kochi**. The state-of-art dealership was inaugurated by **Mr. Yoichiro Ueno, President and CEO, Honda Cars India**.

HCIL **added the last 100 dealerships in approximately 20 months with opening of 5 dealerships per month**, which has helped HCIL expand its reach to a wider audience, making stronger inroads in tier II and tier III cities. The company has grown consistently in the past few years, increasing its footprint in the India market with a focused approach towards enhancing customer experience with Honda Brand, along with launching a slew of new products in various vehicle segments.

HCIL will continue to expand the Dealer Network in line with its objective of enhancing the customer reach and their experience with Brand Honda.

Speaking on the occasion, **Mr Yoichiro Ueno, President and CEO, Honda Cars India** said *“We are delighted to reach the milestone of 300 dealers in India. Network expansion is a critical part of enhancing the customer experience with Brand Honda as we make deeper inroads in the country. For a company to grow, it is essential that the touch-points for consumers increase. The dealerships are the most significant and important touch-points. In order to realize the potential of the market by moving closer to our customers, we are not only ensuring access to our customers but also providing them with best-in-class services across all our dealerships.”*

“Kerala has always been a very important market for Honda Cars India. The state contributes about 9% to our All India sales and with the opening of new facility Perfect Honda, we now have a strong network of 20 outlets in the state,” he added.



Perfect Honda dealership is conveniently located at Aryabhangy Grande, Muttam in Thaikattukara, Kochi and is built to **provide complete range of Honda services to its customers** – sales, service and spare parts. The facility boasts of a Showroom and a State of the art workshop with facilities for Body & Paint related repairs, wheel alignment, wheel balancing and other services.

The dealership constitutes a team of enthusiastic, trained & dedicated manpower to provide highest level of customer satisfaction. Perfect Honda also provides facilities of **Auto Terrace – Honda’s one-stop facility for Exchange & Pre-Owned Car Purchase** and **Honda Assure for all motor insurance requirements**.

Mr Ashok Harry Pothen, Managing Director of Perfect Honda said *“We are extremely happy to partner with Honda Cars India to open this dealership. It is indeed a proud moment to be the 300th Honda dealership in India. Honda Cars is a leading car manufacturer in India and it is a privilege to work with the company. We would be extremely pleased to offer the products and services from Honda to the people in Kochi.”*

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, Distt. Alwar, Rajasthan.

The company’s product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda Mobilio, Honda City, Honda BR-V and Honda CR-V. Honda’s models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

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