



## **4<sup>th</sup> Generation premium sedan Honda City clocks 2 lakh sales in India Fastest selling mid-size sedan in the country**

### **Honda City cumulatively sold to over 6.3 lakh customers**

**September 7, 2016:** The 4<sup>th</sup> Generation Honda City has crossed the 2 lakh sales milestone in a record time of 32 months in India thus becoming the fastest selling mid-size sedan in the country. Maintaining a strong sales momentum since its launch in January 2014, the 4<sup>th</sup> Generation Honda City cumulatively registered sales of 200,098 units by the end of August 2016.

First introduced in India in January 1998, the Honda City is the most popular premium sedan in the country and has cumulatively brought joy to over 6.3 lakh customers.

Talking about the success of the Honda City in India, **Mr. Yoichiro Ueno, President & CEO, Honda Cars India Ltd** said, *"The Honda City is a much loved brand in India and has been the most crucial part of Honda's success in the country by cumulatively bringing in more than 6.3 lakh customers to the Honda family. Continuously re-inventing itself, each generation of the Honda City has brought in new technologies and offered new value to enthrall the customers, becoming benchmark for quality and trust. We are extremely proud of reaching the new milestone of 2 lakh sales of the current generation of City and are confident that it will continue to put up a strong performance in future too. We would like to thank our customers for their love and faith in the Honda City as we celebrate this success."*

The Honda City has been a leader in Quality, being ranked No.1 in the JD Power Initial Quality Study for the 14<sup>th</sup> time during its presence in the Indian market. Product quality, matched by excellent after-sales service at the dealerships, has generated strong positive word of mouth for Honda.

The 4<sup>th</sup> Generation City embodies the best of Honda's technologies, including the advanced transmission system – CVT – mated with an i-VTEC petrol engine and the highly fuel efficient i-DTEC diesel engine. These engine technologies offer a fine balance of performance and fuel economy. The new generation CVT of the Honda City has set new benchmark in Automatic Transmission cars by delivering higher fuel efficiency than manual transmission. The car's sporty exterior styling and premium, spacious interiors have been well appreciated by Honda's discerning customers. The City comes with a host of Honda's active and passive safety technologies, including ABS with EBD, SRS airbags and Advanced Compatibility Engineering (ACE) body shell.



### **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. The company has a strong sales and distribution network with 309 facilities in 197 cities spread across the country.

### **For further information please contact:**

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