



Press Information

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## **Honda Siel Cars India Ltd. kick-starts “5 lac customers’ celebrations” across all dealerships**

**New Delhi, June 5, 2012:** Honda Siel Cars India Ltd. (HSCI), leading manufacturer of premium cars in India, today announced its **“5 lac customers’ celebrations”** campaign to commemorate the success of achieving 5 lakh sales milestone in India.

The **“5 lac customers’ celebrations”** campaign will be held across all 136 Honda dealerships in 84 cities in the country, where the customers and their family members can come and experience Honda products and can avail the special celebration offers.

As part of the campaign, the company has launched various promotions for its valued customers. This promotion offers the customers car insurance at a nominal cost of Re.1 on the purchase of select variants of Honda Brio, City and Civic. In addition, these Honda Brio & City customers will get an extended warranty for 3rd & 4th year and a 4 year Road Side Assistance cover. The offers are in line with Honda's philosophy of offering enhanced value to its customers.

The **“5 lac customers’ celebrations”** will be observed for limited period during the month of June 2012 at all the dealerships.

**Commenting on the success, Mr Jnaneswar Sen, Sr. Vice President, Sales & Marketing, HSCI, said,** *“We are extremely delighted to have crossed 5 lakh sales milestones in India and express our sincere gratitude to our customers who have trusted our brand and made it a success in India. On this landmark occasion, we would like to delight our customers with special celebration offers on Honda cars. Our endeavor is to make all our customers happy, at all touch points, whether it is through our products or services.”*

**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 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 and Honda Accord which are produced at the Greater Noida facility. The Honda CR-V is imported from Japan as Completely Built Units. 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 136 facilities in 84 cities spread across the country.

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