



HONDA

HSCI rolls out Honda City 'Exclusive' with advanced and dynamic styling

New Delhi, October 6, 2010: Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, today launched an '**Exclusive**' variant of the Honda City, with several new interior and exterior luxury features.

The introduction of the exclusive variant is a step further in Honda's commitment of providing something special to Honda loyalists during the festival period.

The new variant is an addition to the City line-up, offering a distinctive combination of refined styling and high quality. The additions of **leather seats & leather steering in MT & AT** and **leather gear shift knob** (only in MT) enhances the feeling of luxury and elegance of the car.

Adding to the stylish and trendy look of the car is a **Chrome trunk garnish** and **Chrome door sash moulding along with an 'Exclusive' rear badge** and **Body coloured mud flaps** that enhances the ownership experience of the Honda City 'Exclusive'.

With this, the Honda City range also gets a new colour- **Urban Titanium** - apart from the existing colours- Taffeta White, Alabaster Silver, Crystal Black Pearl, Bold Beige Metallic and Habanero Red.

Speaking on the occasion, **Mr. Tatsuya Natsume, Director Marketing, Honda Siel Cars India Ltd.** said, "Honda City is one of the most successful and desirable brands in the country. The 'exclusive' variant is aimed at further delighting our customers with exclusive luxurious features during this festival period."

The current Honda City is a winner of 12 Auto Awards including the most prestigious 'Indian Car of the Year 2009' (ICOTY) Award. The new Honda City's instant success is testified by the fact that it has sold nearly 54,000 units since its launch in September last year.

Price of the Honda City 'Exclusive' :

V MT - Rs. 9.53 lakh (ex-showroom Delhi)

V AT – Rs. 10.25 lakh (ex-showroom Delhi)

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.

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.

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 Units.

Honda Siel Cars India has a strong sales and distribution network spread across the country. The network includes 120 facilities in 71 cities. HSCI dealerships are based on the "3S Facility" (Sales, Service, Spares) format, offering complete range of services to its customers.

Honda Jazz is the 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. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

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

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

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