



HONDA

Press Information

HSCI launches Honda Civic with enhanced features

New Delhi, June 7, 2010: Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, launched Honda Civic with enhanced features further adding value to the model's appeal.

The Honda **Civic SMT** is now equipped with a **steering mounted cruise control system** that helps to cruise at the desired speed to ensure comfort and convenience for the customer with one-touch operation and **ORVM turn indicators** that makes it more stylish and enhances the looks of the car. Honda Civic **VMT & VAT** comes with **back up sensors** that enables the driver a smooth and hassle free reversing.

Speaking on the occasion, **Mr. Tatsuya Natsume, Director Marketing, Honda Siel Cars India Ltd.** said, "Honda Civic has received high appreciation since its introduction in India because of its unparalleled driving pleasure, contemporary styling, and advanced features. We are now delighted to introduce value added features that will make it even more desirable."

The Honda Civic comes fully loaded with various active and passive safety features including ABS (Anti – Lock braking system) with EBD (Electronic Brake – Force Distribution System) & Brake Assist, Dual SRS airbags and pre-tensioner seat belts. Honda's Advanced Compatibility Engineering Body (ACE) and G-CON (G-Force Control Technology) provide a high integrity survival zone that enhances self-protection and better compatibility in collisions with other vehicles.

The 1.8 L i-VTEC engine in the new Honda Civic is the most advanced engine technology available in the segment. It combines Honda's i-VTEC (Intelligent Variable Valve Timing and Lift Electronic Control) technology with VTC (Variable Time Control), delivering both powerful performance and superior fuel economy. The ARAI fuel efficiency results of 15.5 km/l for Civic MT reiterates its unmatched fuel economy.

Launched in 2006, Honda Civic redefined the lower D segment of passenger car segment in India. This segment witnessed unprecedented sales soon after the launch of the Honda Civic. Honda Civic has won 10 automobile awards including the Indian Car of the Year (ICOTY) 2007. It was also the winner of the JD Power Initial Quality Study in its very 1st year as well as in 2009 with the best ever score in the Industry.

The Honda Civic comes with a 2+2 year warranty and 24-hr roadside assistance as standard value for all new Civic buyers.

Price of the Honda Civic (Ex showroom -Delhi)

Honda Civic 1.8 SMT: Rs.12.2 Lac

Honda Civic 1.8 VMT: Rs.13.07 Lac

Honda Civic 1.8 VAT: Rs.13.81 Lac

About Honda Siel Cars India Ltd.

Honda Siel Cars India (HSCI) Ltd., 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. All Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

Honda Siel Cars India has a strong sales and distribution network spread across the country. The network includes 117 facilities in 70 cities. HSCI dealerships are based on the "3S Facility" (Sales, Service, Spares) format, offering complete range of services to its customers.

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

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