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PRESS INFORMATION

Honda Cars India introduces Virtual Showroom

Customers to experience Brand Honda from the comfort of their homes

- **Innovative and Interactive Digital Showroom Experience for Online car buying journey**
- **In-depth information about the car and its features through 360-degree views, Clickable Hotspots and other features**

New Delhi, September 23, 2020: Honda Cars India Ltd., leading manufacturer of premium cars in India, today launched its Virtual Showroom as part of the company's digital plans to move closer to customers. This platform will enable customers to discover and engage with Honda's entire model range in a seamless digital experience from the comfort of their homes.

The interactive showroom can be easily accessed through computer & smartphone browsers where customers can intuitively browse and explore the design, features and technical details available for each model. The Virtual Showroom enhances customers' field of vision and perspective with its 360-degree view of both the virtual space and the product. Bringing the showroom straight to the customer's homes, it gives them the sense of flexibility and freedom to move around, interact with each and every vehicle the same way they would do at any of Honda's physical showrooms.

Talking about the initiative, **Mr. Rajesh Goel, Senior Vice President and Director, Marketing & Sales, Honda Cars India Ltd.** said, *"With this initiative we have brought experience of a real Honda showroom in a virtual form to our customers so that they can digitally explore and experience the features of their favorite Honda cars on the go and also from the comfort of their homes in a convenient manner. In an age, where digitization has become a defining force in human lives and there is an increasing trend of customers opting for online car-buying journey, our aim is to give them an up, close and personal experience of brand Honda through a digital platform right from exploration till they drive our vehicles."*

The Virtual Showroom offers a wide array of Clickable Hotspots and feature explanation videos to give in-depth information about the exterior & interior aspects of the car. Taking it a step further, it allows customers to visualise the effects of Headlamp, Fog Lamp, Tail lamp and Sunroof for an enhanced experience. The Colorizer option to view the car colour from different angles, Variant Comparison option to understand the best suitable variant as per need are



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some of the features that add to the convenience of the prospective customers to make their purchase decision.

To experience the Honda Virtual Showroom first hand, please click:

<https://virtualshowroom.hondacarindia.com/>

About Honda Cars India Ltd.

Honda Cars India Ltd. (HCIL), a leading manufacturer of premium 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 at Tapukara, Distt. Alwar, Rajasthan.

The company’s product range includes Honda Jazz, Honda Amaze, Honda WR-V, Honda City, Honda Civic and Honda CR-V, which are manufactured in India. Honda’s models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability and fuel-efficiency.

For further information, please contact:

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