



## PRESS INFORMATION

### Honda Cars India opens pre-launch bookings for All New 5<sup>th</sup> Generation Honda City

- Customers can book the new model through online sales platform 'Honda from Home' and dealerships across India
- 5<sup>th</sup> Generation model – Longest and Widest Sedan in its segment
- India's first connected car with Alexa Remote capability
- ASEAN N-CAP 5 Star rating equivalent
- Comes with many first in segment features

**New Delhi, June 25, 2020:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today commenced pre-launch bookings for its most awaited **All New 5<sup>th</sup> Generation Honda City**. Customers can book their favorite sedan from the comfort of their home through Honda's online sales platform "Honda from Home", alongside HCIL authorized dealership network across the country. Since its inception, Honda City has been India's most loved sedan, and its 5<sup>th</sup> Generation avatar is scheduled to be launched in mid-July.

Speaking about the All New Honda City, **Mr. Rajesh Goel, Sr. Vice President & Director, Marketing & Sales, Honda Cars India Ltd.** said, *"Honda City has re-invented itself with each generation according to our customers' needs and aspirations. Our customers have been eagerly awaiting the launch of the All New 5<sup>th</sup> Generation Honda City. Keeping up with their enthusiasm and constant love for the model, we are delighted to announce the opening of pre-launch bookings for the All New Honda City, which will be go on sale from next month. The all new model has been developed with an aim to build on City's indisputable legacy and popularity with a promise of delivering supremacy to our esteemed customers. We are hopeful that the All New City will receive as much love from our customers as its previous generations."*

Credited for creating the sedan segment in the country, each generation of Honda City has set new benchmarks in terms of design, innovation and excellence in technology, creating high credibility and unchallenged patronage.

#### **About All New 5<sup>th</sup> Generation Honda City**

All New City is the **longest** and **widest sedan** in the segment, assuring a spacious and comfortable cabin. The 5<sup>th</sup> Generation model is powered by an **all-new 1.5L i-VTEC DOHC engine with VTC in Petrol and refined 1.5L i-DTEC engine in Diesel** which are both



**compliant with BS-6 emission norms** offering power-packed performance and excellent fuel-efficiency.

The All New Honda City is **India's first connected car with Alexa remote capability** and is equipped with **Next Generation Honda Connect with Telematics Control Unit (TCU)**. The newly designed platform with enhanced light weight, high rigidity and collision safety structure offers advanced safety, **equivalent to ASEAN N-CAP 5-star rating**. Increased use of **Ultra High Tensile steel along with use of Super High Formability 980 MPa grade steel for first time in India as Honda**, and other advanced high strength steel deliver increased rigidity and weight reduction in the new model.

The car comes loaded with features that are segment-first such as **Full LED headlamps, Z-Shaped wrap-around LED Tail lamp, 17.7 cm HD full color TFT meter with G-meter, LaneWatch camera, Vehicle Stability Assist (VSA) with Agile Handling Assist (AHA)** and many more.

It also offers advanced equipment such as **20.3 cm Advanced Touchscreen Display Audio, Seamless Smartphone Connectivity with Android Auto, Apple CarPlay and Weblink, One-Touch Electric Sunroof** among others.

#### **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.

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