



PRESS INFORMATION

Honda Cars India commences production of New Amaze

New Delhi, 5 August 2021: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India has commenced the mass production and despatches of its popular family sedan New Honda Amaze from its manufacturing plant in Tapukara, Rajasthan. The New Amaze is scheduled to be launched on 18th August 2021.

Speaking about the developments, **Mr. Rajesh Goel, Sr. Vice President & Director, Sales and Marketing Honda Cars India Limited** said, *“After the successful ramp-up at our manufacturing plant streamlining supplies for all models, we have begun the mass production and despatches of New Amaze to ensure availability of cars across network from the time of launch. We are confident, the new Amaze with its more premium & sophisticated offering will appeal to our customers and be the perfect choice for their families.”*

The company recently started the pre-launch bookings of the new Amaze, wherein interested customers can book the car online at ‘Honda from Home’ platform on HCIL website or at all authorized Honda dealerships across the country.

Honda Amaze, currently in its 2nd Generation, is Honda’s largest selling model and enjoys a diverse customer base in India. The model was conceptualised, keeping in mind the ever-evolving needs and aspirations of Indian consumers. It is a contemporary and premium model offering ‘One Class Above Sedan experience’ with its bold design, sophisticated & spacious interiors, outstanding driving performance, advanced features, and safety technologies. The Honda Amaze is powered by 1.5L i-DTEC diesel engine and 1.2L i-VTEC petrol engine available in Manual and CVT versions for both fuel options.

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 passenger car models and technologies, to the Indian customers. HCIL’s corporate office is based in Greater Noida, UP and its state-of-the-art manufacturing facility is located at Tapukara, District. Alwar, Rajasthan.

The company’s product range include Honda Jazz, Honda Amaze, Honda WR-V, and Honda City catering to diverse needs of its discerning buyers across different segments. Honda’s models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability, safety and fuel-efficiency. The company has a strong sales and distribution network spread across the country.



Besides the new car business, Honda offers one stop solution for buying and selling pre-owned cars through its business function Honda Auto Terrace. The Honda Certified Pre-owned cars come with an assurance of quality and peace of mind that caters to the diverse and burgeoning needs of pre-owned car buyers across the country.

For further information, please contact:

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