



## PRESS INFORMATION

### Honda Cars India launches its new Brand Campaign 'A Honda Goes Beyond'

- Campaign is based on valuing customer insights
- Focuses on going beyond with outstanding quality of its products and services.
- Watch Video - [https://youtu.be/cVt\\_rVwayI](https://youtu.be/cVt_rVwayI)

**New Delhi, September 29, 2022:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today launched its **new brand campaign 'A Honda Goes Beyond'**. The new campaign aims to connect with brand enthusiasts and a new generation of customers by showcasing Honda values of offering Innovative and Futuristic Technology products. Every Honda car is designed keeping superior customer experience at the core, to help people make their lives better today and into future. Honda shows how it is forever determined to meet and exceed the expectations of customers, and therefore the brand promise of 'A Honda Goes Beyond'.

Speaking about the brand promise and the new campaign, **Mr. Takuya Tsumura, President & CEO, Honda Cars India Ltd.** said, "Honda's journey in India has been nothing less than spectacular and credit goes to our customers who have bestowed their trust in Honda's premium cars for the last 25 years. It has always been our endeavor to keep customers at the centre of our products and services. The current campaign is a celebration of bond that our customers share with us and we promise to go beyond in everything that we do."

The concept of the campaign is deeply rooted in customer insight. Honda understands that before buying a car, people go through the loop of exploration and evaluation. They are overwhelmed with anticipation, reviews, comparisons, recommendations. The exploration is not about buying alone but also service, ownership and maintenance. They have a lot of expectation from the brands.

That's where Honda promises to go the extra mile to make sure that every Honda journey is a joy and delight for its customers. And this goes much beyond just the drive, the engineering and the cars. It is a commitment to every side of the ownership experience. Honda fulfills all expectations, delighting the customer at every touchpoint throughout their relationship and therefore A Honda Goes Beyond.

The campaign will be featured across a wide range of high reach and high affinity digital and social platforms.



#### **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 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 includes Honda Jazz, Honda Amaze, Honda WR-V, Honda City and the recently launched Honda City e: HEV catering to the 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 a 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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