



## PRESS INFORMATION

### **Honda Cars India opens pre-launch bookings for upcoming New Amaze**

- To be launched on 18<sup>th</sup> August 2021
- New Amaze to come with enhanced exterior styling and enriched interiors
- Customers can book new model through online sales platform 'Honda from Home' and dealerships across India

**'Bookings Open' Video** – <https://bit.ly/NewAmazeBookingOpen>

**New Delhi, 4<sup>th</sup> August 2021:** Honda Cars India Ltd (HCIL), leading manufacturer of premium cars in India will launch the new Honda Amaze on 18<sup>th</sup> August 2021. The new Amaze will come with a stylish new look, striking exterior changes and enhanced interiors. The company today commenced the pre-bookings of the new car at all authorized Honda dealerships across the country with a booking amount of Rs 21,000. Additionally, the customers can also book the car online from the comfort of their homes through 'Honda from Home' platform on HCIL website with an amount of Rs 5,000.

Talking about the launch of the New Amaze, **Mr Rajesh Goel, Sr. Vice President and Director, Marketing & Sales, Honda Cars India Ltd.** said, *"Since its debut in 2013, Honda Amaze has won the hearts of more than 4.5 lakh Indian customers making it one of India's most preferred family sedans. We are extremely excited to add another chapter to the success story of the model with the launch of New Amaze later this month. The new Amaze becomes even more premium, stylish and sophisticated. We are approaching the upcoming festive season with a fully refreshed line-up and hope to create fresh excitement in the market."*

Honda Amaze, currently in its 2<sup>nd</sup> 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 latest 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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