



## PRESS INFORMATION

### Honda City leads Mid-size Sedan segment sales in calendar year 2020

**New Delhi, 15 January 2021:** Honda Cars India's most successful model in India - **Honda City led the sales in mid-size sedan segment in CY 2020 with cumulative sales of 21,826 units from January – December 2020.** Staying true to its legacy of being Honda's longest running nameplate in India, the **All New 5<sup>th</sup> Generation City was launched in July 2020** and has once again **exceeded benchmarks with its premium design, technological prowess, unmatched comfort, advanced safety and connectivity.** The Honda City market share in December 2020 stood at 41% in its segment.

Honda City is not only leading the segment sales but also **contributing to overall growth of the mid-size sedan segment which grew by 10% in the period July – Dec 2020** after the launch of All New 5<sup>th</sup> Generation City. The cumulative sales for the segment from **July – December 2020** stands at **45,277 units** as compared to **41,122 units in the same period last year.** The **Honda City cumulative sales in July – December 2020 period is 17,347 units.**

Commenting on the City's performance, **Mr. Rajesh Goel, Senior Vice President and Director - Marketing & Sales, Honda Cars India Ltd** said, *"The City brand has been synonymous with Honda in India. Continuously re-inventing itself, each generation of the Honda City has offered new technologies and value propositions to enthrall its customers, creating a benchmark for quality and trust in the process. The launch of 5<sup>th</sup> Generation City in July last year gave a much-needed impetus to the mid-size sedan segment despite the challenging times. We want to extend our gratitude to our patrons who have continued to show their love for the City brand and experience the pride of owning this model."*

The All-New Honda City is the **benchmark for sedans in India.** The model is an **engineering marvel**, strongly appealing to **modern age customers** and embodies supremacy in its every detail, ranging from its styling, performance, space, comfort, connectivity and safety. The All New 5<sup>th</sup> Generation Honda City is the **Longest and widest sedan in its segment.** The **newly introduced 1.5L i-VTEC DOHC engine with VTC in Petrol version and refined 1.5L i-DTEC diesel engine** offer **power-packed performance and excellent fuel-efficiency.** The 5<sup>th</sup> Generation City is **India's First Connected Car with Alexa remote capability** and is equipped with **Next Generation Honda Connect with Telematics Control Unit as standard offering across all grades with 5-year free subscription and over 32 connected features.** 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.** The City comes loaded with **segment first features like 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.

The customers for the City have always been very discerning and as per current sales trend, the **top end ZX variant** with numerous segment first features has got the **maximum demand of almost 50%.** In another trend, the **share of CVT variants of All New 5<sup>th</sup> Generation City is 48%** in the initial six months.

**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. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability, fuel-efficiency and safety.

**For further information, please contact:**

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