



Honda Amaze crosses 5 lakh cumulative sales milestone

New Delhi, September 07, 2022: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced that its popular family sedan Honda Amaze has cumulatively sold **5 lakh units since its first introduction in 2013**. The car, presently in its second generation version, holds a strong position in India's entry sedan segment and enjoys a preferred brand status among personal buyers. Amaze is presently the largest selling model for HCIL accounting for more than 40% of company sales. Being an India centric product, the Made in India Amaze from Honda's Tapukara plant in Rajasthan is sold in both domestic and export markets in different countries.

Developed and Designed as "One Class Above Sedan" with its bold design, sophisticated & spacious interiors, outstanding driving performance, advanced features and safety technologies, the Honda Amaze has created a strong customer base of young and aspirational buyers.

Speaking on the occasion **Mr. Takuya Tsumura, President & CEO, Honda Cars India Ltd** said, *"It's a proud moment for us to achieve 5 lakh sales milestone for Honda Amaze. We would like to thank our customers for the love and acceptance they have shown for the brand and to our partners for their continuous support. Honda Amaze is our strategic entry model in India and key pillar of our business. Its popularity and acceptance in both big and small cities is a testament that the premium sedan not only matches the customer needs, but also exceeds their expectations."* He further added, *"It's our endeavor to offer latest technology, class-defining products with outstanding comfort, safety and peace of mind. The success of Amaze is reflection of our commitment to the market and our customers."*

The Honda Amaze is a contemporary sedan with striking bold design, elegant and roomy interiors, exceptional driving performance, cutting-edge features and safety technologies. Available in both Manual Transmission and CVT in Petrol with 1.2L i-VTEC engine and also Diesel with 1.5L i-DTEC engine, the Honda Amaze adopts the best of Honda's powertrains to achieve a perfect balance of performance and fuel economy.

Strong Popularity across markets

Honda Amaze has created a strong presence and acceptance across markets. The model's current sales contribution from **Tier 1 markets is almost 40%** while **Tier 2 & 3 combined contribution is around 60%**.

Young and Aspirational Buyers

Honda Amaze is the entry model in Honda's line-up. Currently, almost **40%** of its customers are first time buyers as Amaze is a great choice as a first car offering status of a premium sedan and



great peace of mind with Honda's famed durability, quality, reliability, low cost of maintenance and 3 years Unlimited Kms warranty.

Rising share of Automatics

With the growing popularity of automatic transmission models among customers, the share of automatics in Amaze has also progressively increased from 9% at the time of initial introduction in 2013 to currently more than 30%.

Fuel Mix trend

In line with the strong market shift towards Petrol during the last few years, the petrol variants of the Honda Amaze also dominate the overall Amaze sales across the country.

	Petrol	Diesel
2022-23 (Apr– Aug'22)	93%	7%
2018-19 (Launch Year of 2 nd Generation Amaze)	72%	28%
2013-14 (Launch Year of 1 st Generation Amaze)	33%	67%

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 in Tapukara, District. Alwar, Rajasthan.

The company's product range includes Honda Jazz, Honda Amaze, Honda WR-V, Honda City and 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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