



## Press Information

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### Honda Siel Cars India introduces Accord V6 with Sunroof

**New Delhi, March 11, 2010** - Honda Siel Cars India (HSCI) Ltd., leading manufacturer of premium cars in India, launched its latest version of flagship sedan Accord 3.5L V6, enhancing the exterior styling of the car, with an **Electric Sunroof** and additional luxury features.

The **introduction of Sunroof** will give the Accord an impressive panoramic feeling by making it look brighter and larger. The Sunroof introduction was found to be the most desirable feature in Accord V6 based on the customer's feedback.

The Accord V6 will also feature **Ambient Light and Footlight** which accentuate the style and enhance visibility during darkness allowing enough light to see the controls. The car will also be equipped **with 2 sets of Keyless entry** for added convenience to the customers.

The **Footlight and 2 sets of Keyless entry** have also been introduced in the Honda Accord 2.4L MT/ AT variants.

In addition, Honda Accord 3.5L V6 and Honda Accord 2.4L now have a **provision for Mobile phone with Bluetooth interface**.

Honda Accord V6 is the flagship model of Honda Siel Cars India (HSCI) Ltd. in the Indian market and is powered by an expanded range of innovative technologies designed for more power and performance making it the most powerful car from the Honda stable in India.

Accord's **V6 3.5-liter i-VTEC** engine with **275 PS** makes it the most powerful Accord ever built and provides driving performance at par with luxury vehicles from higher segments.

The V6 3.5-liter i-VTEC engine features an advanced **Variable Cylinder Management (VCM)** system that switches between six-, four-, and three-cylinder combustion depending on the driving conditions and thereby delivering **maximum power of 275 PS** during six cylinder operation and **impressive fuel economy** in VCM mode while cruising. To achieve the same quietness and smoothness, as when running on all six cylinders, new Active **Control Engine Mounts (ACM)** and **Active Noise Control (ANC)** systems have been designed to complement the VCM technology.

The complete Accord range will be available at the Ex-showroom Delhi price of **Rs. 18,52,000 for 2.4L MT, Rs.19,27,000 for 2.4L AT and Rs 26,15,000 for 3.5L V6**.

### **About Honda Siel Cars India Ltd.**

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 74%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

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

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

### **For further information please contact:**

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