



HSCI Launches New Honda Accord with Additional Features

New Delhi, 21st February 2011: Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, today launched the new Honda Accord with striking new looks and new features to give a breathtaking driving experience.

The new Accord has more style, more comfort and more sophistication than ever before. A bold and aggressive look and striking interiors will make it the most commanding premium sedan on Indian roads.

On the exterior, the **new Chrome accentuated front grille, rear chrome garnish and new front bumper** adds to the charm of the Accord. The **Sunroof now comes as standard** across the Accord range which gives the car an impressive panoramic feeling making it look brighter and larger. Addition of **Steering mounted cruise control system** helps one to cruise at the desired speed to ensure comfort and convenience for the customer with one-touch operation and **ORVM with turn indicators** makes it more stylish and enhances the looks of the car. The **inside wooden panel** makes it look even more exquisite. The Accord now comes with an **advanced improved audio system** for improved usability & readability and **Jackknife key** have also been added to the Accord.

Honda Accord is equipped with **Vehicle Stability Assist (VSA)** to assist the driver in maintaining control during cornering, acceleration and sudden maneuvers by applying braking to the right or left hand wheels as necessary and modulating the engine torque output as required.

Speaking on the occasion, **Mr. Takashi Nagai, President & CEO, Honda Siel Cars India Ltd.**, said “Honda Accord has been one of the most successful premium sedans in its category with over 25,000 units sold since its launch in India setting new standards in exclusivity, comfort and safety. Our belief in constantly upgrading our products based on customer feedback prompted this launch of an upgraded version of the Accord with unique styling in combination with luxurious features.”

The 8th generation Honda Accord was introduced in May 2008. The Honda Accord is available in 2.4L and 3.5L V6 engine.

The 2.4L Accord comes with 5-speed Manual Transmission and 5-speed Automatic transmission with Paddle shift, to give the exhilarating experience of F-1 racing. The Automatic Transmission has Shift Holding System which avoids unnecessary gear shifting on winding roads and helps in hassle free drive.

The 3.5L V6 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. The **new alloy wheels** of the Accord V6 enhance the looks of the car even more.

The Honda Accord is equipped with the best of safety technologies, with intelligent six airbags, including side curtain air bags, Advanced Compatibility Engineering (ACE) body and G-Force Control Technology (G-CON) for enhanced safety of the vehicle occupants during a collision. The extensive use of high-tensile steel improves torsional rigidity and also helps in achieving major weight savings.

Honda Accord V6 3.5L and Honda Accord 2.4L also have a provision for Bluetooth connectivity and customers can buy it as a Honda Genuine Accessory.

Price of the Honda Accord:-

Accord 2.4 MT – Rs.19.60 lac

Accord 2.4 AT – Rs.20.36 lac

Accord 3.5 V6 – Rs.26,41,500 lac

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. Plant has been awarded with "National Energy Conservation Award" for their efforts in energy conservation in automobile manufacturing sector for the year 2010.

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%, 76%, 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.

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