



Honda Cars India Introduces 'Privilege Edition' of Honda Amaze

New Delhi, July 18, 2017: Honda Cars India Ltd. (HCIL), leading manufacturer of passenger cars in India, today announced the introduction of **2017 'Privilege Edition'** of its successful sedan **Honda Amaze**. The Privilege Edition comes **enriched** with advanced infotainment system, enhanced exterior and safety features.

<Interior>

- **DIGIPAD – Revolutionary 17.7 cm Advanced Infotainment with audio, video and navigation system**
- **Privilege Edition Themed Premium Beige colour Seat Covers**
- **Centre Arm Rest for the driver**

<Exterior>

- **Sophisticated Body Graphics**
- **Privilege Edition Emblem**

<Safety>

- **Rear Parking Sensors**

DIGIPAD is a revolutionary 17.7 cm Advanced Infotainment with a lot of functions which will give a lot of fun to the driver and passengers. It features:

- **In-built Satellite Linked 3D Navigation**
- **My storage Internal Media Memory 1.5GB**
- **Mirror Link support for Smartphone Connectivity**
- **Internet access for Browsing, Email and Live Traffic via optional Wifi Receiver**
- **Voice Commands for Media, Navigation and Calling**
- **Smartphone Voice Assistant Activation**
- **Bluetooth for Handsfree Telephone and Audio Streaming Support**
- **AM/FM Digital Radio Tuner, MP3/WAV, i-Pod/i-phone compatible**
- **USB slots (2 Nos), Micro SD Card Slots for Maps and Media (2 Nos.) & HDMI-IN port**

The premium new seat covers offer a very comfortable seating and are highlighted by the 'Privilege edition' embossed on them. The newly offered Centre Arm Rest for the driver enhances the ease and comfort during every journey in the Amaze. The Rear Parking Sensors help in a safer and more convenient parking experience.

Speaking about the Privilege Edition of Amaze, **Mr. Jnaneswar Sen, Sr. Vice President, Marketing & Sales, Honda Cars India Ltd** said, "Our endeavor has always been to offer best in class features to our customers & we are happy to offer the Privilege Edition of the Honda Amaze with Digipad for advanced infotainment. The new edition with its enhanced value is a compelling offer for our Amaze customers and is available as limited edition."



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The **Honda Amaze 'Privilege Edition'** offers advanced features, superior interiors and assertive styling, which sets it apart from all others in the segment. The limited edition is based on Amaze S(O) MT grade which has features like Dual Airbags, ABS (in Diesel Variant) , Power Adjustable ORVMs, Steering Mounted controls, Driver Seat Height Adjuster, Digital AC Controls, Premium Dual tone interiors and much more. The Privilege edition is priced Rs 10,000 over S(O) MT grade and is available at **Ex-showroom New Delhi prices of INR 648,888 for Petrol and INR 773,631 for Diesel.**

The Amaze has received overwhelming success in the Indian market ever since its launch, making it a strongly preferred family car in the Indian market. Its cumulative sales have crossed more than 2.4 Lakh since its launch in April 2013.

About Honda Cars India Ltd

Honda Cars India Ltd., (HCIL) leading manufacturer of passenger 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 has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Distt. Alwar, Rajasthan.

The company's product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a CBU imported from Thailand. Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 347 facilities in 232 cities across spread across the country.

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