



Honda Cars India launches New Sporty and Youthful Honda Brio

New Delhi, October 4, 2016: Honda Cars India Ltd (HCIL), leading manufacturer of passenger cars in India, today launched the new Honda Brio with Sporty and Youthful Exteriors, Premium Interiors and Advanced Features.

The Brio has been given a bold new look with a **High-Gloss Black and Chrome finish Sporty Front Grille** and a **Stylish Front Bumper**. At the rear, the Brio gets a **new and elegant Tail Lamp** and an **all new Tailgate Spoiler with LED High mount Stop-Lamp** to add to its sporty image and overall appeal.

The exquisite interiors of the Brio feature an **all new Premium Instrument Panel with Carbon Finish & Silver Accents** and **smoothly Integrated Air Vents**. The **newly designed Triple Analog Sporty Meter with White Illumination** lends the car's interior a very premium appeal.

The Brio offers many new advanced features including an **Advanced 2 DIN Integrated Audio (USB and Aux-in) with Blue tooth Connectivity and Hands Free Telephony function** making it a perfect car for an engaging ride. **The Digital AC controls with Max Cool Function** in the new Brio ensure a hassle free and comfortable drive for the occupants.

The Brio is now available in Premium and Spacious Beige Interiors and **new Sporty Black Interiors (for the top variant)**. The interiors come with **enriched seat fabric** to add to its premium appeal.

Talking about the Introduction of the new Honda Brio, **Mr. Yoichiro Ueno, President & CEO, Honda Cars India Ltd** said, "The Brio remains an embodiment of Honda's engineering prowess and manufacturing excellence. Brio has the distinction of being the Industry Topper in Quality scoring No1 position in the J D Power IQS results year after year. The car is not just 'made for the people' but 'made around the people'. The new Brio is an all-rounder - spacious, comfortable, looks good, has a fabulous effective engine, and delivers great fuel economy."



“Launched in 2011, Honda Brio is a loved car for more than 87,000 happy Indian families and with the new Brio, we expect to strike a new chord with the young and vivacious Indians,” he added.

The new Brio will be available in 5 colours – Taffeta White, Alabaster Sliver, Urban Titanium, Rally Red and White Orchid Pearl.

Honda Brio comes with a 4-cylinder 1.2-litre i-VTEC engine that delivers maximum output of 88 PS @ 6000 rpm and Torque of 109 Nm@ 4500 rpm. The Brio comes with 5 Speed Manual Transmission and 5 Speed Automatic Transmission giving fuel economy of 18.5 km/ l and 16.5 km/l respectively, as per test data. The small turning radius of 4.5m for Brio MT and 4.7m for Brio AT helps make the car extremely easy to drive and manoeuvre in congested city traffic conditions.

The **Advanced Compatibility Engineering™ (ACE™)** body structure of the Brio enhances self-protection while mitigating damage to other vehicles in the event of a collision. The Brio features host of Honda’s active and passive safety technologies including **Dual SRS airbags**, **Anti-Lock Braking System (ABS)** which prevents wheel locking, **Electronic Brakeforce Distribution (EBD)** which enhances braking performance, **Seat Belt Pretensioner** with load limiters and **Impact mitigating headrests**. The front body structure of the Brio is equipped with **Pedestrian Injury Mitigation Technology** designed to absorb impact energy.

The Honda Brio comes with the standard 2 year/ 40,000 kms warranty.

The prices of new Honda Brio (ex showroom Delhi) are:

Petrol:

E MT	Rs 469,000
S MT	Rs 520,000
VX MT	Rs 595,000
VX AT	Rs 681,600

*Pearl Premium (for White Orchid Pearl Color) : Ex S/R+ 4000 INR additional

**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 Mobilio, Honda City, Honda BR-V and Honda CR-V. 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 309 facilities in 197 cities spread across the country.

For further information please contact:

Saba Khan

Honda Cars India Limited

[0120- 2341313](tel:0120-2341313)

saba@hondacarindia.com