



Press Information

HSCI registers a growth of 38.75% in Aug'10 *Highest Ever August sales since inception*

New Delhi, September 1: Honda Siel Cars India (HSCI) Ltd., leading manufacturer of premium cars in India, reported unprecedented August sales since its inception in 1998. The company sold **5,532** units in August 2010 as against **3,987** units sold in August 2009 marking an impressive growth of **38.75%**.

The company's best-selling model Honda City sold an impressive **4,259** units in August 2010. Commenting on the company's remarkable sales for the month **Mr. Jnaneswar Sen, VP - Marketing, Honda Siel Cars India Ltd.** said, "We are pleased with the sales performance last month. The growth has been fuelled by Honda City which continues to reign the premium sedan segment with its unmatched performance. We thank our customers who have reposed their trust in the Honda brand."

Model wise break-up for August 2010: City- 4259; Jazz- 593; Civic- 455; Accord- 203; CR-V- 22

About Honda Siel Cars India Ltd.

Honda Jazz was launched in India in June 2009. Honda's design principle "Man Maximum - Machine Minimum" has defined the underlying approach in the design concept of the Honda Jazz that calls for maximizing the space available for passengers and minimizing the space occupied by mechanical components.

The Jazz's dynamic performance is achieved by a newly developed four-cylinder 1.2-liter i-VTEC engine, featuring Programmed Fuel Injection that delivers maximum output **of 90 PS (66 kW) @ 6,200 rpm** and Torque of **110 Nm (11.2 kg-m) @ 4800 rpm** while giving impressive fuel economy of **16.1 km/l**, as per ARAI test data.

In line with Honda's mission to reduce its environmental footprint, the new engine is **E10 compatible** and has **Euro IV emission levels**.

Safety is not the option at Honda and all safety equipment is **standard across all models**. The Honda Jazz comes fully loaded with various active and passive safety features including **ABS** (Anti-Lock Braking System) with **EBD** (Electronic Brake-Force Distribution System), **Dual SRS airbags** and pre-tensioner seat belts. Honda's Advanced Compatibility Engineering Body (**ACE**) and **G-CON** (G-Force Control Technology) provide a high integrity survival zone that enhances self-protection and better compatibility in collisions with other vehicles. Honda's **Pedestrian-injury reduction body design** helps protect pedestrians from injury in the event of a collision.

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