



Honda Mobilio and Honda Jazz debuts at Auto Expo 2014 in India

- Both Mobilio and Jazz to be launched in India during 2014-15
- Global unveiling of new creative study model "Honda Vision XS-1"

Greater Noida, Feb 5, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India today unveiled its Mid-size Stylish MPV Honda Mobilio and the all-new, 3rd generation Honda Jazz at the 12th Auto Expo in presence of Mr Takanobu Ito, President and CEO Honda Motor Co., Ltd. Japan. The India premiere of Mobilio and Jazz at the Auto Expo is significant as both the cars will be launched in the Indian market during 2014-15.

Honda Mobilio is the new **Mid-size Stylish MPV** developed by Honda exclusively for the Asian markets after comprehensive research and customer feedback. The Mobilio features sporty styling and a spacious cabin, which can seat seven occupants in three-row configuration. Honda Mobilio marks an evolution in the MPV segment by offering a unique combination of Sporty Exterior styling along with Space, Comfort & Utility in just the right size to suit the needs of the modern Indian Family. The Mobilio, with its strong desirable values, is set to create a new segment in the Indian market and will appeal not only to MPV segment customers but also to families which have traditionally opted for a sedan or an SUV.

Showcased in the Indian market for the first time, the all new 3rd generation **Honda Jazz** will revolutionize the premium hatchback segment in India. The all-new Jazz builds on the original model's innovative packaging, flexible cargo capability and fun-to-drive character with spirited new styling, an even more spacious & refined interior to give a whole new level of comfort, styling and performance.

Speaking on the occasion **Mr Takanobu Ito, President and CEO, Honda Motor Co., Ltd. Japan** said, "India is one of the most important markets for global Honda. We have set a challenging sales target of reaching 300,000 units annually by FY'17 in India and we are committed to support this expansion of Honda business by introducing new products and technologies that fit the needs of our Indian customers."

Mr Hironori Kanayama, President and CEO, Honda Cars India Ltd, said, "2013-14 has been a great year for Honda in India in terms of growth, expansion and performance. With excellent response to the all-new City and two big launches planned during 2014-15, we expect the momentum to continue. To be geared up for our future growth, we will expand our dealership network by over 35% to 230 facilities in 150 cities by the end of March 2015."



Honda will bring alive the theme of its booth “**Step into the Future**” through an attractive range of displays with cutting edge futuristic and environment friendly technologies.

As a **World Premiere**, Honda today unveiled the **Honda Vision XS-1**, which is a creative study model of a new crossover utility vehicle. Based on Honda’s original MM (Man Maximum, Machine Minimum) philosophy, Honda Vision XS-1 fuses together two different values of sporty exterior styling and amazing spaciousness, in a compact body. Honda Vision XS-1 is the proposal for next generation vehicle featuring 3-row seating arrangement for 7-passengers and sliding doors with large opening in a compact cross-over utility vehicle body.

The exhibition model **NSX Concept** is the **next-generation super sports car** delivering a new dimension of driving pleasure. From the powertrain to chassis to cockpit, the NSX Concept is human-centred in every aspect of its design. While delivering outstanding environmental performance and fuel economy, the NSX Concept offers an entirely new dimension of control, in which driver and machine become as one. The key technology is **Sport Hybrid SH-AWD®** (Super Handling All Wheel Drive), which features a midship-mounted direct injection V6 engine, a dual clutch transmission with an internal high-efficiency motor, and an electric motor for each front wheel. Leveraging this advanced system, the NSX Concept brings in a new era for the super sports car. The exterior design is clean, simple and modern, and the low, wide, powerful and flowing styling emphasizes the exceptional performance of the vehicle. Designed to be a human support cockpit, the interior offers the driver a wide field of view, an exotic driving position and a highly intuitive interface. In this environment, the driver can focus completely on the driving experience.

The other exhibition model **Accord Hybrid** features the **Sport Hybrid i-MMD (intelligent Multi-Mode Drive)**, a revolutionary Honda developed powertrain. This advanced hybrid system belongs to the Earth Dreams Technology series of next - generation powertrain technologies, which combine enjoyable driving with outstanding fuel economy. The Sport Hybrid i-MMD uses **three different engine modes** to power the Accord Hybrid. For off-the-line starts and low-to-mid speed cruising, **EV Drive** uses the battery to provide the power and drive motor to propel the vehicle. For acceleration, the **Hybrid Drive** uses the gasoline engine to generate electricity and drive motor to propel the vehicle. Finally, for high speed cruising, **Engine Drive** uses the gasoline engine to provide power directly. By switching automatically among these three modes, Sport Hybrid i-MMD is able to deliver ultra high fuel economy and a powerful but smooth driving experience.



HCIL also displayed their current production models including the newly launched 4th Generation all-new City, the very successful entry sedan Honda Amaze , hatchback Honda Brio and premium SUV Honda CR-V at the Auto Expo.

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 Amaze, Honda City, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility. 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 of 161 facilities in 102 cities which will expand to 170 facilities in 107 cities by the end of 2013 – 14.

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