



## Honda BR-V makes its first appearance in India at Auto Expo 2016

- Announcement of HCIL's new brand direction "Advanced & Exciting"
- BR-V and Accord to be launched in India during FY 2016-17

**Greater Noida, Feb 3, 2016:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India today unveiled its **new model Honda BR-V** at the Auto Expo 2016 in presence of **Mr Takahiro Hachigo, President, CEO & Representative Officer, Honda Motor Co., Ltd.** Honda BR-V is a new generation Crossover Utility Vehicle which features the **combination of bold, sporty appearance and handling of an SUV together with great utility and spacious cabin with 7 seats for the whole family.** Developed exclusively for the Asian market by Honda R&D Asia Pacific Co. Ltd, the much-awaited Honda BR-V is scheduled to be launched in India this year.

The company also showcased its **flagship sedan Honda Accord** at the motor show. HCIL plans to further strengthen its sedan line-up in India and re-introduce the Honda Accord later this year. Honda Accord enjoys a strong legacy in premium sedan segment in India, with the earlier generations making a strong foothold in the market. The Accord on display, now in its 9<sup>th</sup> generation, boasts itself as an exhilarating, refined and advanced sedan with sporty looks, highly fuel efficient powertrain and loaded with features.

**Speaking on the occasion Mr. Takahiro Hachigo, President, CEO & Representative Officer, Honda Motor Co., Ltd. said,** *"India is the largest contributor to the Asia & Oceania region and the 4<sup>th</sup> largest contributor for Honda's automobile sales globally making it one of the most important and fastest growing markets for us. In order to further accelerate growth in this important market, Honda is committed to continue providing challenging products, which are unique to Honda and exceed our customers' expectation. The introduction of Honda BR-V is a further testament of our commitment to the market."*

**Mr Katsushi Inoue, President and CEO, Honda Cars India Ltd,** said, *"As we celebrate 20 years of our existence in India and building an affinity with over 1 Million Indian customers, HCIL is adopting a new brand direction of "Advanced and Exciting" and our products, dealerships and communication will be guided by this new brand direction. Year 2015 has been a very successful year for HCIL as we achieved our record sales of 200,000 units in a calendar year. The launch of exciting new models Honda BR-V and Accord in 2016 will help us accelerate our growth this year and also strengthen our brand in the country."*

Honda brought alive the theme of its booth **"Accelerate with Honda"** through exciting racing machines that pursue excellence in driving performance and premium models with advanced technology.



**HONDA**

To cater to today's tech-savvy, always-connected consumers, Honda has demonstrated its advanced and exciting Information Platform - **Honda Connect** through an experiential zone. Launched in December 2015, Honda Connect has paved the way for advanced connectivity and enables new form of communication between the customer, car, his family and Honda. The Honda Connect platform also supports Connected Car features enabled by a **"Connected Device"** easily integrated with the car. This will make the customer's ownership experience more safe, convenient and enjoyable.

Also displayed at the HCIL pavilion, is the concept model **Honda Project 2&4 powered by RC213V** designed to fuse together the values of two- and four-wheel mobility. Honda Project 2&4 was the **winning entry from Honda's 'Global Design Project'**. Featuring the RC213V competition motorcycle engine, which has been modified to run on public roads, Honda Project 2&4 provides the freedom of a motorcycle and the manoeuvrability of a car. Featuring a Cabin-less structure with floating seat design for immersive driving experience, the concept model is a combination of global creativity and craftsmanship.

With the renewed participation in Formula 1 racing which Honda views as an "experimental laboratory on wheels" to feed back technologies to mass production models, the company also displayed the **McLaren Honda MP4-30 Formula 1** racing machine at the expo. McLaren and Honda's reunion has resulted in the MP4-30 racing machine which is a bold step forward in terms of packaging, concept and design philosophy. Honda's RA615H power unit sits beneath tightly packaged bodywork designed to improve aerodynamic performance.

Another model on display - Honda Jazz Racing Concept is a study model which has been prepared by the R&D team in India - HGID and aims to bring the racing DNA of Honda closer to the general public.

One of the most fascinating and attractive feature of the Honda Pavilion is the **Honda ASIMO (Advanced Step in Innovative Mobility)**. The world's most advanced humanoid robot which represents cutting-edge agility and intelligence capabilities is remarkable autonomous machine for practical use in an environment where it coexists with people.

Honda has continuously challenged to create technologies and make products that bring joy to the customers around the world. The display of Honda Goldwing at the HCIL booth demonstrates the capabilities of Honda as a distinct player in mobility business which has product offering in Motorcycles, Automobiles and Aircrafts. **Honda Goldwing** Bike is considered as the world's best touring motorcycle offering the riders a unique luxurious, powerful, balanced and fully featured machine ready for every journey.



**HONDA**

HCIL also displayed their current production models including the premium SUV **Honda CR-V**, premium hatchback **Honda Jazz**, premium sedan **Honda City**, the very successful entry sedan **Honda Amaze**, stylish mid-size MPV **Honda Mobilio** and hatchback **Honda Brio**.

#### **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 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 275 facilities in 177 cities spread across the country.

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