



## **Global Unveiling of Next Generation Honda Amaze** **All-New Honda CR-V and Honda Civic make India Debut at Auto Expo 2018**

All 3 models to be launched in India during FY 18-19

**Greater Noida, Feb 7, 2018:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India today unveiled the **Next Generation Honda Amaze** at the Auto Expo 2018 in presence of **Mr Takahiro Hachigo, President & Representative Director, Honda Motor Co., Ltd.** This is the **World Premiere of the 2<sup>nd</sup> Generation Honda Amaze** and the car is scheduled to be launched in India in FY 18-19. The 2<sup>nd</sup> Generation Honda Amaze has all the virtues of **One Class Above Premium Sedan** with its unmatched bold exterior styling, spacious premium interiors, outstanding driving performance and latest in safety technologies.

The company also unveiled the **All New 5<sup>th</sup> Generation Honda CR-V** and **much awaited 10<sup>th</sup> Generation Honda Civic** which makes a comeback to the Indian market. Both these models are also **scheduled to be launched in India in FY 2018-19**. Already being a very popular model among the petrol premium SUVs, this is the **first time that Honda CR-V will also be introduced with Diesel powertrain**. The globally acclaimed 10<sup>th</sup> Generation Civic will also be introduced in both petrol & diesel in India.

Speaking on the occasion **Mr. Takahiro Hachigo, President & Representative Director, Honda Motor Co., Ltd. said**, *"In 2017, Honda provided our products and joys to over 30 million customers around the world. The automobile products accounted for 5.3 million of our global sales and India was a great contributor. We are committed to the Indian market and aim to launch six models in the coming three years. Today we announce three of those models – All New Amaze, All New CR-V and much awaited 10<sup>th</sup> Gen Civic which will be launched in India in FY 18-19."*

Speaking on the occasion **Mr. Yoichiro Ueno, President & CEO, Honda Cars India** said, *"HCIL has shown robust sales growth of 15% in CY 2017 and 17% in the year 17-18 so far. With the upcoming new launches, we are confident to grow further in the new fiscal. While the All-New Amaze will strengthen Honda's presence in mass segment, the All-New CR-V with its diesel introduction and comeback of Civic will help us fortify our presence in upper segments."*



### **Key Exhibition Models**

Honda brings alive the theme of its booth **“Future Forward”**, through an attractive range of exhibits showcasing futuristic environment friendly technologies and also upcoming models.

#### **1. All New 2<sup>nd</sup> Generation Honda Amaze (World Premiere)**

Since its first launch in India in 2013, Honda Amaze has steadily gained popularity and built a firm foundation for the **2<sup>nd</sup> generation model which makes its world debut at the Auto Expo 2018**. The All New 2<sup>nd</sup> Generation Amaze has been made on an **All-New platform** incorporating Honda’s advanced engineering prowess and expertise in research and development. The 2<sup>nd</sup> Generation Amaze boasts an all new bold design, a sophisticated & spacious interior, a more efficient powertrain, outstanding driving dynamics with strong focus on stability and ride performance and is equipped with latest in safety technologies & convenience features.

The All-new Amaze’s front grill design expresses Honda’s identity. A compact size of 4m exceptionally realizes an aerodynamic sleek sedan form with large bonnet and well defined trunk which along with dynamic & powerful lower body delivers an all new striking look to the model.

The All-New Amaze has been developed at Honda R&D Asia Pacific Co., Ltd. located in Bangkok, Thailand following extensive market surveys in India on people’s driving needs and lifestyles. India, being a key strategic market for Honda globally, has been specifically chosen to lead the launch of All New Amaze and will be introduced in the market in FY 18-19.

#### **2. All New 5<sup>th</sup> Generation Honda CR-V (India Premiere)**

Honda CR-V has maintained its huge popularity as one of the most popular choices among premium SUVs globally and is sold in more than 160 countries with more than 9.4 million units sold worldwide to date. Displayed at Auto Expo 2018, the All-New 5<sup>th</sup> Generation Honda CR-V presents itself as the **Benchmark for Next Generation SUV** in terms of design essence, driving performance, advanced functions and features. **For the first time, Honda CR-V will be introduced in Diesel powertrain** along with petrol engine option in the Indian market. This will strengthen CR-V’s position in the SUV segment largely dominated by diesel variants.

Building strongly on the previous four generations, the all-new 5<sup>th</sup> Generation Honda CR-V comes with bold and sophisticated new styling featuring LED headlights and tail lights, LED Daytime Running Lights, a sharp-lined front grille enhancing a stronger look, and new sporty-designed alloy wheels. The all – new



CR-V's interior is an evolutionary design that gives a serene, spacious and comfortable feel. The spacious cabin offers more comfort and is ready to fit all lifestyles with option of third-row seating.

### **3. 10<sup>th</sup> Generation Honda Civic (India Premiere)**

Also on display at Auto Expo 2018 is the much awaited **10<sup>th</sup> Generation Honda Civic** that represents one of the most comprehensive and ambitious new-model development ever undertaken by Honda. Civic is **Honda's longest-running automotive nameplate** with cumulative world-wide sales of 24 million and is **its largest-selling model globally**. Over the course of ten generations, the Civic has continuously evolved to meet changing customer needs around the world and is offered in 170 markets worldwide, consistently raising the bar for design innovation, driving performance & fuel-efficiency.

With its athletic stance and advanced aerodynamic styling, the 10<sup>th</sup> Generation Civic sedan boasts a youthful, premium and sporty new style that advances Civic design into the next era. The Interior features high quality materials & design lines that offer a sporty and premium sense including a spacious cabin. The much awaited Civic will be available in both petrol & diesel engine options when launched in India

### **4. Honda Sports EV Concept (Concept Model)**

As a concept model on display, the **Honda Sports EV Concept** combines EV performance and AI (artificial intelligence) inside a compact body with the aim to realize the joy of driving the user can feel with a sense of unity with the car.

### **5. Honda NeuV (Concept Model)**

The Honda NeuV is an EV concept model that explores the potential of mobility products which will be further expanded by automated driving technologies and Artificial Intelligence. NeuV makes judgements about the driver's state of stress based on facial expressions and/or tone of voice and provides assistance to the driver to support safe driving, and by learning the driver's lifestyle and preferences, provides suggestions to the particular driver, realizing communication between driver and mobility.

### **6. Clarity Fuel Cell (Honda's most advanced Zero Emission Vehicle)**

The Clarity Fuel Cell is the **pinnacle of Honda's electrified vehicle technology** and highlights the commitment, recently announced by company's President & Representative Director Takahiro Hachigo, that two thirds of global sales will feature an electrified powertrain by 2030.



Honda was one of the first automakers to begin focusing attention on hydrogen as a possible solution for issues such as global warming and depletion of fossil fuels. **Clarity Fuel Cell** is **Honda's most advanced zero emissions vehicle** and is the **first fuel cell sedan to house the entire stack underneath the bonnet, making the cabin spacious enough to carry five occupants.**

## **7. UNI-CUB $\beta$ (beta)**

One of the most fascinating and attractive demonstration at the Honda Pavilion is of the UNI-CUB  $\beta$  personal mobility device which features the world's first omni-directional driving wheel system that makes possible the same freedom to move forward, backward, laterally and diagonally that people enjoy when walking by simply shifting the body weight.

## **8. Honda SENSING**

At Auto Expo 2018, Honda pavilion also showcased **Honda SENSING**, the new suite of safety and driver-assistive technologies that can help sensing things you might miss while driving. Honda SENSING operates to detect and take action to avoid situations such as one-car accidents, collisions, pedestrian injuries, and missed road signs. Honda SENSING provides safety, while keeping driving fun.

HCIL also displayed their current models including **advanced Accord Hybrid**, best seller **Honda City**, **Honda WR-V**, **Honda BR-V**, **Honda Jazz** and **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 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 349 facilities in 235 cities across spread across the country.



**For further information please contact:**

Saba Khan /Vivek Anand Singh/ Suniti Teckchandani

[saba@hondacarindia.com](mailto:saba@hondacarindia.com) / [vasingh@hondacarindia.com](mailto:vasingh@hondacarindia.com) / [suniti@hondacarindia.com](mailto:suniti@hondacarindia.com)

Honda Cars India Ltd

Deepanjali Itkan /Akansha Verma

[ditkan@perfectrelations.com](mailto:ditkan@perfectrelations.com) / [averma@perfectrelations.com](mailto:averma@perfectrelations.com)

Perfect Relations