



Honda launches Brio Automatic in India

Introduces New EX Variant in the line up

New Delhi, October 18, 2012: Honda Cars India Ltd., leading manufacturer of premium cars in India, today launched the automatic transmission in Honda Brio S(O) and V grades. Honda Brio is the first car in the segment to be equipped with a **5-speed Automatic Transmission**, providing a convenient and effortless drive in city traffic.

In addition to the new AT launch, the company has also added a new value-for-money **EX variant** in the Honda Brio line-up with new features.

The Honda Brio now also comes with “**Honda Care Maintenance Package (HCMP)**” for free periodic maintenance service up to 40,000km or 2 years which ever occur first. The customer can buy HCMP package at just Rs.9996/-.

The addition of automatic transmission further enhances the Brio as a perfect package, which embodies the best of Honda’s technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety. HCIL has cumulatively sold more than **25,000 units** of the Brio in the first year of its launch.

Honda’s 5-speed Automatic Transmission’s unique design allows the vehicle to automatically perform gearshift operations in response to speed, load and other relevant driving conditions.

Brio 5-speed AT features a compact design, direct co-ordination control function with the Drive by Wire (DBW) system for smooth gear operation. It also achieves powerful acceleration and superior fuel economy with the use of both close and wide gear ratios.

Speaking on the occasion **Mr. Jnaneswar Sen, Senior VP, Sales & Marketing**, said, “We are delighted to introduce the new variants “Automatic” and “EX grade” of Honda Brio. It is our constant endeavour to study customers' emerging needs and aspirations and introduce features that enhance the overall ownership experience. We are confident that these additions in the Brio line up will appeal to our customers.”

“Automatic transmissions are gaining popularity in hatchback segment due to our stop-go traffic. Our dealer and customer voice indicated that there is a good potential for automatic in the Brio segment,” he further added.



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The futuristic design of the AT shift lever in Honda Brio features **7 positions** to change the shift position in accordance with the driving needs.

1. P – **Park**. Used when parking or starting the engine
2. R – **Reverse**. Used when Reversing
3. N – **Neutral**. Used when idling
4. D – **Drive**. (1st through 5th) Normal driving; starts off in 1st, shifts automatically to 2nd, 3rd, 4th, then 5th, depending on vehicle speed and accelerator pedal position
5. D3 – **Drive (D3)**. (1st through 3rd) Used for rapid acceleration at highway speeds and general driving, up-hill and down-hill driving; starts off in 1st, shifts automatically to 2nd, then 3rd, depending on vehicle speed and accelerator pedal position.
6. 2 – **Second**. Used for engine braking or better traction starting off on loose or slippery surfaces; stays in 2nd gear and does not shift up and down.
7. 1 – **First**. Used for engine braking; stays in 1st gear, does not shift up.

Honda Brio AT 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 while giving an excellent fuel economy of **16.5 km/l**, as per test data. The small turning radius of only **4.7m** helps make the Brio AT extremely easy to drive and manoeuvre in congested city traffic conditions.

The new **EX variant**, which is an addition to the Brio line up, will feature **1 DIN audio system** (AM/FM, MP3, USB with Aux –In) with **Front speakers**. Inclusion of **Body Coloured Outside Rear View Mirrors, Body Coloured Outside Door Handles**, and **Door CTR Sash tape** makes it more stylish and enhances the looks of the car.

For added customer convenience, the Honda Brio S grade is now equipped with **Power Adjustable Outside Rear View Mirrors** along with **Front & Rear mud guards**.

The complete range of the Brio has been expanded and will now be available in 7 grades- E MT, EX MT, S MT, S(O) MT, S(O) AT, V MT and V AT.

The Brio's **efficient energetic exterior** concept features a '**Double Triangle**' Form', conveying vibrant energy from nose to tail, and a sleek look that emphasizes its width and advanced styling. It comes with an efficient impressive interior design concept of "**man maximum, machine minimum**" which leverages its innovative packaging calling for maximizing the space available for people and minimizing the space required for mechanical components.

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The Brio features Honda's active and passive safety technologies including dual SRS front airbags, Anti-Lock Brake System (ABS) which prevents wheel locking, Electronic Brake Distribution (EBD) which enhances braking performance, front pre-tensioner seat belts that pre-emptively tighten to prevent the occupant from jerking forward in a crash and impact-mitigating headrests. The Driver side features the latest technology i-SRS airbag system with continuously staged inflation which can accommodate a broad range of occupant positions and potential collision situations. The front body structure of the Brio is equipped with Pedestrian injury mitigation technology designed to absorb impact energy.

Combined with excellent performance and best in class active & passive safety technologies, the Honda Brio is a perfect choice for customers who seek Honda's Durability, Quality and Reliability in their small car and are also conscious of styling, performance and affordability.

Prices ex showroom Delhi of complete Brio range:

Honda Brio	Price (Ex Showroom – Delhi)
E MT	Rs. 406,000
EX MT (new)	Rs. 426,000
S MT	Rs. 455,000
S(O) MT	Rs. 499,000
S(O) AT (new)	Rs. 574,000
V MT	Rs. 524,000
V AT (new)	Rs. 599,000

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, Rajasthan.



The company's product range includes Honda Brio, Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility. The Honda CR-V is imported from Japan as Completely Built Units. 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 139 facilities in 86 cities spread across the country.

For further information please contact:

Saba Khan

Honda Cars India Ltd.

E-Mail: saba@hondacarindia.com

Esha Khattar

Corporate Voice | Weber Shandwick

Contact No.: 09810840351