



## Honda Cars India introduces refreshed variants of Honda Brio

### Redefines comfort and safety by adding Driver Seat Height Adjuster and Rear Windshield Defogger

**New Delhi, May 07, 2013:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced new variants of Honda Brio with key upgrades to make the car more convenient, comfortable and pleasurable to drive for its customers. The upgrades include a **Driver Seat Height Adjuster** to enhance the overall driving comfort and a **Rear Windshield Defogger** as an additional safety feature. Both these features were found to be amongst the most desirable features in the Brio based on the customer's feedback.

The new **Driver Seat Height Adjuster** helps the customer find his own comfortable seating position while driving and the new **Rear Windshield Defogger** enhances the visibility from the rear making it further safe while driving.

The complete range of the Honda Brio has been feature adjusted as per customer's feedback and will now be available as the following 6 variants - EMT, EXMT, SMT, VMT, VXMT and VXAT.

Honda Brio is a perfect package, which embodies the best of Honda's technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety and is primarily targeted at a wide range of customers who are looking for a safe, economical and comfortable premium hatchback.

Announcing the new variants, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd** said, "Brio is a significant model for Honda in India as the car added more than 32,000 happy customers in the last fiscal year. It is our constant endeavour to study customers' needs & aspirations and introduce features that enhance the overall ownership experience. We are pleased to announce upgrades to the Brio with added comfort and convenience in its segment which will appeal to the customers."

Honda Brio 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 19.4 km/ l for Manual Transmission and 16.5 km/l for Automatic Transmission, as per test data. The small turning radius of 4.5m for Brio MT and 4.7m for Brio AT helps make the car extremely easy to drive and manoeuvre in congested city traffic conditions.

# HONDA

The Honda Brio 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/-.

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.

Honda Brio in its very first year of launch received the No.1 rank in JD Power Initial Quality Study 2012 in the Premium Compact segment. HCIL has cumulatively sold 44,296 units of the Brio since its launch in September 2011. Honda launched the Automatic Transmission variant of Brio in October 2012 which has also been very well received by the customers.

## **Ex-showroom (Delhi) prices of the complete Brio range:**

<b>Variant</b>	<b>Price (In Rs.)</b>
EMT	412,000
EX MT	428,000
S MT	460,500
V MT	506,000
VX MT	534,500
VX AT	612,500

(For Metallic color additional Rs. 3,500)

## **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 with 150 facilities in 97 cities spread across the country.

## **For further information please contact:**

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