



HONDA

Honda Siel Cars India introduces Civic with Sunroof

Chitrangada Singh unveils the stylish new variant

New Delhi, January 18, 2011: Honda Siel Cars India Ltd., (HSCI) leading manufacturer of premium cars in India, today launched the new Honda Civic with sunroof in presence of renowned Bollywood actress **Chitrangada Singh** along with **Mr. Tatsuya Natsume**, Director, Marketing, HSCI and **Mr. Jnaneswar Sen**, Vice President, Marketing, HSCI.

The introduction of sunroof gives the car an impressive panoramic feeling making it look brighter and larger. The Sunroof was found to be the most desirable feature in the Civic based on the customer's feedback.

Honda Civic will have a new color **Urban Titanium** along with the existing colors available in the range.

Speaking on the occasion, **Mr. Tatsuya Natsume, Director, Marketing, Honda Siel Cars India Ltd.** said, "We are delighted to introduce the new Civic with sunroof which further augments the style quotient of the car and make it even more desirable. We believe that this variant will greatly appeal to the customers for whom the style is a way of life."

Launched in 2006, the Honda Civic redefined the lower D segment of passenger car segment in India. HSCI has sold over 50,000 units cumulatively in the last 4.5 years and has won several automobile awards including the Indian Car of the Year (ICOTY) 2007 and topped the JD Power Initial Quality Study in 2010 with the best ever score in the Industry.

The 1.8 L i-VTEC engine in the new Honda Civic is the most advanced engine technology available in the segment. It combines Honda's i-VTEC (Intelligent Variable Valve Timing and Lift Electronic Control) technology with VTC (Variable Time Control), delivering both powerful performance and superior fuel economy. The ARAI fuel efficiency results of 15.5 km/l for Civic MT reiterates its unmatched fuel economy.

The Honda Civic comes fully loaded with various active and passive safety features including ABS (Anti – Lock braking system) with EBD (Electronic Brake – Force Distribution System) & Brake Assist, Dual SRS airbags and pre-tensioner seat belts. Honda's Advanced Compatibility Engineering Body (ACE) and G-CON (G-Force Control Technology) provide a high integrity survival zone that enhances self-protection and better compatibility in collisions with other vehicles.

The Honda Civic comes with a 2+2 year warranty and 24-hr roadside assistance as standard value for all new Civic buyers.

The Civic sunroof range will be available at the following prices (Ex-showroom Delhi):

Civic with sunroof

1.8V MT – Rs.13.53 lac

1.8V AT – Rs.14.27 lac

About Honda Siel Cars India Ltd.

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008. Plant has been awarded with "National Energy Conservation Award" for their efforts in energy conservation in automobile manufacturing sector for the year 2010.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 76%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

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