



Honda Cars India flags off 'Drive to Discover' rally with Honda Amaze from Peninsular Honda, Thiruvananthapuram

Thiruvananthapuram, August 22, 2013: Honda Cars India Limited (HCIL) flagged off the 4th edition of the 'Drive to Discover' rally with Honda Amaze on 22nd August 2013. The rally was flagged off from Peninsular Honda, the Honda dealership in Thiruvananthapuram in the presence of **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, HCIL.**

The 4th edition of Drive to Discover has been conceptualized and organized by HCIL to showcase the durability and the reliability of the Honda Amaze and the revolutionary technology of the i-DTEC engine. The rally will see participation of 18 Travel and Auto enthusiasts from leading automobile portals and travel magazines. Each leg of the rally will be represented by six different auto enthusiasts. During this journey, the participants will drive the Honda Amaze along the Eastern coast up till Kolkata, covering major cities and towns like Kanyakumari, Puducherry, Chennai, Nellore, Vijayawada, Vizag, Puri and Bhubaneswar. The drive will cover an approx. distance of 3,000 Kms spread over 3 legs.

Speaking about this initiative, **Mr. Jnaneswar Sen, Senior Vice President, Sales and Marketing, HCIL** said, "We really look forward to the Drive to Discover every year as it has been able to create a niche amongst participants and travel enthusiasts across the country. Honda Amaze resonates best in class characteristics in terms of mileage, power and space and there could have been no better choice than the Amaze to undertake the odyssey journey across the eastern coast. I am sure that the Honda Amaze will enable the drivers to explore the picturesque corners of the country."

"The drive is also a good opportunity for us to showcase Honda's large dealer network spread across the country" he added. Honda Cars India Limited currently has a strong sales and distribution network of 154 facilities in 98 cities.

Drive to Discover will be a blend of adventure, thrill and excitement as the participants will experience India in its glory and colors, from the lush countryside to its vibrant cities. During the drive they will traverse through treacherous plateaus, scenic beaches, flat highways, congested town roads and the interiors of India. The drive will showcase the durability and reliability of Honda Amaze through these diverse terrains.

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.



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The company has a strong sales and distribution network of 154 facilities in 98 cities and is further strengthening its after sales network in Tier II and III cities to 162 outlets in 102 cities during 2013 – 14.

For further information please contact: