



Honda Cars India begins Exports to South Africa & SADC countries First batch of 390 Honda Brio Flagged off from Mumbai Port

New Delhi, October 25, 2012: Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India, today announced the start of exports of Honda Brio to South Africa & SADC* (South African Development Community) countries.

At a ceremony at the Mumbai Port today, the first consignment of **390 units** of the Honda Brio was flagged off by **HCIL President & CEO, Mr. Hironori Kanayama** in the presence of senior company and port officials. The first export batch for the South African market was loaded on to the M.V. Grand Orion.

Speaking on the occasion **Mr. Hironori Kanayama** said, "We are delighted to flag off the first ever Brio export consignment to South Africa. The expansion of Honda's export business is the first step towards developing India as another hub for export of certain models. It is also testimony to the quality of Honda cars and their components manufactured at our plants in India. I am proud to say that the Honda Brio that we manufacture here in India is of best quality and ready to be introduced in international market."

"Honda Brio is the first car to be exported to South Africa by HCIL and today's consignment of 390 cars is a significant milestone in our journey. We are planning to export more than 1600 units of Brio to South Africa and SADC countries by March 2013. We are sure that the expansion of our export business will contribute to the growth of HCIL, the Indian automobile Industry and as business grows, to the economy." he further added.

Honda Brio is currently manufactured in Honda's first plant located at Greater Noida and the export model will also be manufactured in the same plant. The engine and transmission components for the Brio sold in India and export market are being manufactured at Tapukara plant in Rajasthan. The export model will be similar to the Brio manufactured and sold in India alongwith few customization to suit the local regulations. The company will export both MT and AT variants of the Brio.



The Honda Brio is set to go on sale in South Africa in early December 2012. The car will be sold through Honda Motor Southern Africa (HSAF) dealers in South Africa and through its distributors in SADC countries.

Honda Brio was launched in India in September 2011 and has cumulatively sold close to **25,000 units across the country**. The car has been the recipient of several **Small Car of the Year** awards and has been much appreciated by the experts and customers alike.

*SADC countries include Malawi, Mozambique, Tanzania, Kenya, Zimbabwe, Zambia, Mauritius and Seychelles.

About Honda Cars India Limited

Honda Cars India Limited (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.

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