



Honda Celebrates 1st Anniversary of Third Generation Jazz

New Delhi, July 7: Honda Cars India Ltd. (HCIL), leading manufacturer of passenger vehicles in the country, is celebrating the first anniversary of the 3rd Generation Honda Jazz in the Indian market. Launched in July 2015, the new Jazz accounted for 26% of total HCIL sales during the past 12 months, and is now a strong volume model in the company's model line-up.

The Jazz registered sales of 47,335 units from July 2015 to June 2016 and is among the preferred car brands in India.

Commenting on the success of the Honda Jazz, Mr. Yoichiro Ueno, President & CEO, Honda Cars India Ltd., said: "The Jazz is a globally successful model in Honda's line-up and is appreciated world-wide. In India too, the 3rd Generation Jazz, has struck a chord among young, urban customers who have appreciated its styling, packaging and the advanced, new-generation CVT technology."

The **Jazz CVT in Petrol, with paddle shift technology**, has found a strong liking among the tech-savvy Indian customers, accounting for almost 25% of the total Jazz sales in the market.

To mark the first anniversary of the 3rd Generation Honda Jazz, Honda is welcoming customers at its dealerships across India, together with incredible offers for new Honda cars. To enhance customer delight, all Honda showrooms will be operated till 10:00 p.m. in the night from 8th July to 10th July 2016. The extended hours at the dealerships will feature several exciting activities to engage the customers with special offers and surprise gifts, which are exclusive for these three festive days.

Honda launched the premium hatchback in both Diesel and Petrol fuel options in India in 2015. The diesel variant made its debut with 1.5 L i-DTEC diesel engine exclusively for the Indian market. The model also introduced the segment-first advanced CVT with paddle shift technology for its petrol variant. The Honda Jazz is available in 5 grades offered in petrol and diesel variants- E, S, SV, V and VX with Manual Transmission. Additionally, the Jazz is also available in CVT in S and V petrol variants.



About Honda Cars India Limited

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 strong product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda Mobilio, Honda BR-V, Honda City and Honda CR-V. 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 300 facilities in 190 cities spread across the country.