



## GUINNESS WORLD RECORDS™ ACHIEVEMENT FOR 'HONDA AMAZE LONGEST DRIVE THROUGH AMAZING INDIA'

- *Honda Cars India enters the Guinness World Records™ books for the 'Longest journey by a car in a single country' with its family sedan Honda Amaze*
- *Honda Amaze covered a total distance of 23,800 crossing more than 400 towns*
- *To be followed by a web series on 'Drive through Amazing India' to be hosted by Chetan Bhagat*

**New Delhi, November 09, 2014:** Honda's 'Longest Drive through Amazing India' in the Honda Amaze, entered the Guinness World Records™, registering the longest journey by car in a single country. The family sedan Amaze today reached New Delhi, as the epic drive came to a close after **clocking an amazing 23,800kms drive** across the length and breadth of the country.

This drive was flagged off from Jodhpur on 15<sup>th</sup> September 2014. The journey covered a distance of through mountainous terrains, coastlines, flat highways, congested city roads and the interiors of India. It crossed more than 400 towns on its way and made pit-stops at the major cities. The 55-day journey saw the Amaze explore the nooks and corners of the country.

Speaking on the occasion, **Mr. Hironori Kanayama, President & CEO of Honda Cars India Ltd, said "We are happy to announce that Honda Cars India has added yet another milestone to its journey by entering The Guinness World Records™ for the Longest journey by car in a single country".**

He further added, **"The drive through various terrains is testimony to the durability, quality and reliability of Honda Amaze. These qualities have found their way into the Indian market and the car has garnered excellent response from the customers."**

Honda Cars India Ltd. launched the 'Honda Amazingly Indian campaign' in September this year. The campaign is spread across all the major media covering TV, radio and on-ground activation. Honda's 'Longest Drive through Amazing India' has been extremely successful in creating a buzz around the Amaze. The drive saw participation from the new and existing customers of Honda Amaze as they joined the travelers at various stages of the journey. Honda dealers also showed immense enthusiasm and hosted the travelers in various cities.

The 'Longest Drive through Amazing India' will be followed by a series of "webisodes" on 'Drive through Amazing India' which will be hosted by renowned author Chetan Bhagat. In this web



series, Chetan Bhagat will be travelling to the unexplored places of India which will be followed by contests, wherein people will be asked to post stories or photos about unexplored places of Amazing India. The short-listed candidates will further get a chance to travel and explore remarkable places of India.

The campaign was initiated to celebrate the success of Honda Amaze in the country and for reaching 100,000 units sales milestone. This is the fastest in the history of Honda Cars India Ltd (HCIL).

Honda Amaze was HCIL's first car with a diesel variant with which the company entered a completely new market segment and increased its operating universe. Powered by the revolutionary 1.5L i-DTEC diesel engine and 1.2L i-VTEC petrol engine, the Amaze continues to be a perfect package which embodies the best of Honda's technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety. The car's best in class fuel economy along with a host of other features ensured an equally smooth run for the Honda Amaze in the metros, mini-metros and tier-2 and tier-3 markets alike. Honda Amaze continues to have a strong sales momentum in the market and has lot of sales potential with Honda's expanding dealership network which is expected to go up to 230 outlets in 150 cities by the end of 2014 – 15.

The Honda Amaze was declared as the "Car of the Year" and "Compact Sedan of the Year" by leading automobile magazines and has clinched 12 major automobile awards in 2013 – 14.

#### **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 Mobilio, 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 195 facilities in 127 cities spread across the country.



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