

HCIL announces the “Longest Drive through Amazing India’ with the Honda Amaze

~The drive to cover a distance of more than 23,000 Kms~

~Covering more than 250 towns & cities~

Jodhpur, September 15, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, flagged-off its ‘**Longest Drive through Amazing India’** drive with the family sedan Honda Amaze, to celebrate its success in the Indian market today. The drive will cover a distance of over 23,000 Kms covering the length and breadth off the country. Moving through 250 cities and towns across the diverse terrains and picturesque corners of the nation, the drive will culminate at Greater Noida.

The family sedan, Honda Amaze, has seen tremendous response from its customers. In just 16 months since the launch, the iconic product has reached the 100,000 milestone number. This is the fastest in the history of HCIL in India.

Announcing the new initiative, Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd said, “Honda Amaze has witnessed great success in the Indian market and the sales milestone further reiterates that we have been able to meet up with the market expectations through our customer-centric innovation approach. We are celebrating this success by organizing the ‘Longest Drive through Amazing India’ initiative which is a part of Honda’s “Amazingly Indian” campaign. The drive will traverse through mountainous terrains, coastlines, flat highways, congested city roads and the interiors of India showcasing the durability and reliability of Honda Amaze through this diverse terrain. We are really excited about the initiative and believe that the Honda Amaze shall triumph over all these conditions. ”

During the drive, multiple customer meets will be organised across cities where in customers will not only be a part of the fanfare but also encouraged to participate in the drive. The Longest Drive is a part of Honda's 'Amazingly Indian' campaign. Amazingly Indian has been launched to celebrate the success of Honda Amaze in the country and will be promoted through ATL, BTL and other mediums.

Honda Cars India forayed into the diesel car segment in the country with the Honda Amaze venturing into new market segment and increasing 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 187 facilities in 121 cities spread across the country.

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