



## **Honda Cars India commences production for All-New 2<sup>nd</sup> Generation Honda Amaze in India**

**New Delhi, May 2, 2018:** Honda Cars India Ltd. (HCIL), leading manufacturer of passenger cars in India has commenced the production of its much awaited **All-New 2<sup>nd</sup> Generation Honda Amaze**. The car is being manufactured at HCIL's Tapukara plant in Rajasthan. India, a key market for Honda globally, is the first country to manufacture and launch this new model. The All New Amaze is scheduled to be launched on May 16. Deliveries of the model will begin immediately after its launch.

Commenting on the start of production, **Mr. Rajesh Goel, Sr. Vice President & Director, Honda Cars India Ltd** said, "We are delighted to announce the beginning of production of all - new Honda Amaze. This model will be a game changer for Honda Cars India – both in terms of boosting our business and further strengthening our model-lineup with advanced technology. The 2<sup>nd</sup> Generation Amaze has received excellent response from customers since its world premiere at the Auto Expo. As a special gesture to the customers who are booking the car even before knowing the price and variant details, we have decided to offer a special introductory price for the initial 20,000 bookings."

The All New Honda Amaze is a true expression of **One Class Above Premium Sedan** with an all new bold design, spacious premium interiors, outstanding driving dynamics with strong focus on stability and latest in safety technologies & convenience features. This car is built on an **all-new platform** incorporating Honda's advanced engineering prowess and expertise in research and development. Introduction of Diesel CVT in the Amaze, which offers powerful and effortless driving experience, is Honda's first such technology in the world and also an industry first in the Indian market.

The first generation Amaze was introduced in India in year 2013. It marked Honda's entry into compact sedan segment and was the first car in the company's product line-up to get the advanced i-DTEC diesel engine technology. Honda Amaze has been one of the most successful



model for Honda in India, with over 2.5 lakh satisfied customer on Indian roads. The second generation of Honda Amaze had its world premiere at the Auto Expo 2018 in February'18.

**Video release:** <https://youtu.be/K8Gppdz4XNE>

### **About Honda Cars India Ltd**

Honda Cars India Ltd., (HCIL) leading manufacturer of premium 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 Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a Completely Built Unit (CBU) imported from Thailand. 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 353 facilities in 241 cities across spread across the country.

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