



Honda Cars India introduces DIGIPAD AVN system in BR-V

New Delhi, September 21st, 2017: Honda Cars India Ltd (HCIL), leading manufacturer of passenger cars in India, today introduced its enriched BR-V, featuring the Digipad – Honda’s revolutionary 17.7cm Advanced Touchscreen Audio Video Navigation (AVN) system. Along with the new infotainment system, BR-V comes with newly introduced rear parking camera & rear parking sensors to offer a more convenient and safer parking experience. The new features have been introduced in the VX grade of the BR-V. The rear parking sensors have been introduced from S Grade onwards.

Speaking about the enriched Honda BR-V, **Mr. Jnaneswar Sen, Sr. Vice President, Marketing & Sales, Honda Cars India Ltd** said, *“We are delighted to introduce the enriched version of the BR-V for our customers in this festive season. The BR-V with Digipad, and other new features, adds to the model’s versatility and we are confident that this “Be Ready Vehicle” will complement the varied lifestyles of our customers.”*

“Honda has introduced many new features in several Honda models during this festive season and they have received excellent customer response. We are quite optimistic of good sales numbers in this season,” he added.

The revolutionary 17.7cm advanced infotainment system, with capacitive touch-screen – the DIGIPAD – is especially introduced to add an advanced and interactive appeal to the BR-V. It features:

- In-built satellite-linked 3D navigation
- My Storage internal media memory of 1.5GB
- Mirror Link support for smartphone connectivity
- Internet access for browsing, email and live traffic via optional Wifi receiver
- Voice commands for media, navigation and calling
- Smartphone voice assistant activation
- Bluetooth for hands-free telephone and audio streaming support
- AM/FM Digital radio tuner, MP3/WAV, i-Pod/i-phone compatible
- USB slots (2 Nos), Micro SD Card slots for maps and media (2 Nos.) & HDMI-IN port

Honda BR-V is a new generation crossover utility vehicle featuring a combination of bold, sporty appearance and an extremely versatile and spacious cabin. BR-V has been able to attract diverse customers due to its Bold and Sporty stance, high ground clearance, powerful performance,



excellent mileage and highly versatile premium 3-row seating. The versatile seating of BR-V offer recline, slide & folding options.

Available in both diesel and petrol variant, BR-V has been well accepted by the customers across the country. The unique “Paddle Shift” option in the CVT variant provides the convenience of an automatic with enhanced driving pleasure of a manual.

The 3 year unlimited km warranty policy on BR-V has been strongly appreciated by the customers.

The price of the enriched VX grades of the BR-V (ex-showroom Delhi price) are as below:

1.5L VX MT Petrol – Rs 12,27,169

1.5L VX MT Diesel – Rs 13,22,512

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 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 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 348 facilities in 233 cities across spread across the country.

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