



Honda Cars India pledges support to its customers in Kerala

New Delhi, 31 August, 2018: In the wake of the devastation caused by unprecedented rains and floods in Kerala, Honda Cars India Ltd. (HCIL) today announced extensive service and sales support to its customers through its dealership network in Kerala.

HCIL will offer 50% discount on labour and 10% discount on parts on the customer liability for repair of Honda vehicles damaged in the floods. Additional well trained technicians and service advisors would be available at the dealerships in Kerala to extend full support to customers, who are still trying to rebuild their lives.

As part of Sales Support, HCIL has announced an additional Exchange support for flood affected cars for both Honda & Non - Honda customers. An additional Loyalty support is also being offered to Honda customers for their flood affected Total Loss cars. These special support measures are being offered over and above normal consumer scheme in the market.

Mr. Rajesh Goel, Sr. Vice President & Director, Sales and Marketing, Honda Cars India Ltd. said, *"Honda Cars India Ltd expresses its solidarity with the people of Kerala as they try to rebuild their lives after the devastating floods. As a measure of our support to our customers in Kerala, whose vehicles have been damaged by flood waters, we will offer full sales and service support to them. Special teams of service advisors and technical experts have been set-up to coordinate insurance claim and repair. These pro-active measures will significantly reduce lead-time for various services and repair."*

Honda Cars India has also arranged to provide quick roadside assistance to its valuable customers and also streamlined its supply chain of key spare parts to ensure speedy repairs and faster turnaround time. The team of experts will also offer technical advice and necessary service consultation with faster assessment of key technical issues in a vehicle.

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 completely build unit 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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