



## Honda Cars India commences production of All-New 10<sup>th</sup> Generation Honda Civic in India

**New Delhi, February 22<sup>nd</sup>, 2019:** Honda Cars India Ltd. (HCIL), leading manufacturer of passenger cars in India has **commenced the production of its much awaited All-New 10<sup>th</sup> Generation Honda Civic**. The car is being manufactured at **HCIL's Greater Noida plant**.

Commenting on the start of production, **Mr. Rajesh Goel, Sr. Vice President & Director, Honda Cars India Ltd** said, "We are delighted to begin the production of All New Civic which will be launched on Mar 7. Since this has been a highly anticipated launch in India, we are receiving an outstanding response during pre-launch phase. In just 7 days, we have exceeded our expected 3-week pre-booking numbers which is a testament to the excitement the iconic Honda Civic has generated amongst customers."

Civic is one of the most loved brands and Honda's longest running automotive nameplate. It is currently the largest selling model from Honda globally. With the launch of the new Civic, scheduled on 7<sup>th</sup> March 2019, HCIL will complete its premium sedan lineup in India.

The creation of the 10<sup>th</sup> generation Civic represents one of the most comprehensive and ambitious new-model development ever undertaken by Honda, requiring an unprecedented commitment of R&D resources and Honda engineering prowess.

In its 10th generation avatar, the all-new Honda Civic boasts a youthful, premium and sporty new style with a revolutionary silhouette and sleek profile that characterizes the Honda Civic. The Civic will be launched in both petrol and diesel powertrains. The **1.8L i-VTEC Petrol engine mated to advanced CVT** offers an impressive power packed performance with great fuel economy. The Civic Diesel is being introduced for the first time in India with the **exciting 1.6L i-DTEC turbo unit from Honda Earth Dreams Technology series mated to a 6 speed Manual Transmission** offering **best in segment fuel efficiency of 26.8 km/l\*** and excellent driving performance.

\*as per test data

### **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.



**HONDA**

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 360 facilities in 246 cities across spread across the country.

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