



## PRESS INFORMATION

### Honda Cars India launches digital teaser campaign for BR-V

**New Delhi, April 6, 2016:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today started its digital teaser campaign **#WhereNextWithBRV**. The campaign will showcase the, soon to be launched Honda BR-V, in varied terrains and locales. The campaign will be leveraged on various digital media platforms including Facebook, Twitter and Instagram pages of Honda Cars India.

The campaign kick-starts with “where do you want to go next with BR-V”, which will see the BR-V explore many different locations as suggested by audience for the next 20 days to create a connect with the consumers. The BR-V will travel for the next 20 days, meandering its way through different terrains, right from countryside dirt tracks, to curvy mountainous bends. This thrilling journey will be recorded and shared every day on Honda’s social channels. The audiences can follow this BR-V journey on HCIL’s social channels as well as the BR-V website.

Commenting on the overall campaign idea **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales** said “Core idea behind the ‘#WhereNextWithBRV’ campaign is to showcase how BR-V offers the opportunity to explore whatever, wherever, whenever. We wanted to create a memorable journey of the Honda BR-V traveling to picturesque locales and inspiring scenes. Be it a city drive or a weekend getaway to the hills, Honda BR-V is the perfect car to take anywhere.”

Honda BR-V is a **New Generation Crossover Utility Vehicle** which features the **combination of bold, sporty appearance and handling of an SUV together with great utility and spacious cabin.**

#### 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 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 295 facilities in 188 cities spread across the country.

**For further information please contact:**



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