



## PRESS INFORMATION

### Honda Cars India achieves 30,000 Honda Amaze sales milestone

**New Delhi, August 29, 2013:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, has achieved a new sales milestone with the delivery of 30,000 Honda Amaze in the country. The latest family sedan from Honda in the Indian market, Honda Amaze, has clocked the fastest 30,000 sales for any new model in the company's history in India.

Honda Amaze was launched in April 2013 and since then HCIL has witnessed a surge in sales with each successive month and recorded an overall growth of 65% during April – July 2013 as compared to same period last year.

Elated at Honda Amaze achieving the fastest 30,000 mark for HCIL till date, **Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Cars India Ltd.** said, "Honda Amaze was conceptualized, produced and marketed as a family car for the evolving India. We are ecstatic with the overwhelming response received for Amaze since the launch and are delighted having delivered 30,000 Honda Amaze to our customers. Honda Amaze was developed following extensive surveys in India on customer's needs and requirements setting new benchmarks in the industry in terms of design, packaging, cabin comfort, and fuel-efficiency. Aggressive localization of more than 90% in Honda Amaze has helped us price the Amaze competitively. We are very happy that Honda Amaze has created a fresh excitement in the car market and is being appreciated as customer's proud, easy-to-use and most comfortable sedan."

Available in diesel and petrol variants, Honda Amaze embodies the best of Honda technologies and is designed to deliver great performance with unparalleled fuel efficiency in a spacious, comfortable and attractive looking form. The diesel variant is equipped with a 1.5Li-DTEC diesel engine that provides highest certified mileage of 25.8 km/litre and best in class max power output of 100PS@3600rpm, thereby establishing a new benchmark in performance and fuel efficiency.

Commenting on the growing customer base for Amaze, Mr. Sen added, "Honda Amaze has helped us to reach out to many new customers and bring them into Honda fold. Out of the total Amaze customer base, more than 80% are first time Honda buyers."

In order to meet the growing customer demand and reduce waiting period for Honda Amaze, HCIL recently announced that it will commence third shift of production at the Greater Noida plant from November 2013. This clearly reflects Honda's commitment of delivering excellence in technologies and strengthening customer relations alongside its progressive growth.

The company aims at strengthening its existing dealership to tap newer markets and also cater to a wider customer base in India. The company has a strong sales and distribution network of 154 facilities in 98 cities and is further strengthening its after sales network in Tier II and III cities to 162 outlets in 102 cities during 2013 – 14.



### **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 Amaze, Honda City, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility. Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

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