



Honda Cars India introduces “Anniversary edition” of Amaze Celebrates Amaze’s success with strong sales of 80,000 in first year

New Delhi, April 15, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced the ‘Anniversary edition’ of its family sedan Honda Amaze to mark the 1st Anniversary of the car in the Indian Market.

The ‘Anniversary edition’ comes loaded with distinctive sporty features including front under-spoiler, side under-spoiler, rear under-spoiler, trunk-spoiler along with door visors and exhaust pipe finisher. The interiors of the car have been further enhanced with premium upholstery and contrasting wooden finish panel on the dashboard. These value additions have not only added to the overall appeal of the car, but also created a unique combination of stunning features and styling.

The car will also have an ‘Anniversary edition’ emblem to highlight the special edition and will be available in ‘VX’ and ‘S’ variants in both Petrol and Diesel.

Announcing the ‘Anniversary edition’, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd** said, “Honda Amaze has been a game changer in its segment and has enabled HCIL to reach out to so many new customers, bringing them into the Honda fold. We are delighted to introduce the new ‘Anniversary edition’ amongst customers to celebrate its success. It is Honda’s constant endeavor to provide freshness to our products and create excitement in the market. We are confident that the differentiated and youthful look of the car will have greater appeal to our customers.”

Powered by the revolutionary 1.5L i-DTEC diesel engine and 1.2L i-VTEC petrol engine, Honda Amaze is the strongly preferred family car in India. The Amaze is a perfect package which embodies the best of Honda’s technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety. The car has received an overwhelming success ever since its launch in April last year selling more than 80,000 units across the country.

The ‘Anniversary edition’ of Honda Amaze will be available at a special price of Rs 71,861 over the price of the standard ‘VX’ and ‘S’ variants.

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.



HONDA

The company's product range includes Honda Brio, Honda Amaze, 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 170 facilities in 107 cities spread across the country.

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