



## PRESS RELEASE

### Honda's All New Amaze crosses 1 lakh sales milestone in 13 months

#### Fastest selling new model by Honda in India

*Introduces new sportier **Ace Edition** to commemorate the success*

**New Delhi, 17 June, 2019:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced that its **All New 2<sup>nd</sup> Generation Amaze** has crossed **100,000 sales mark in just 13 months** since its launch in mid May 2018. This is **fastest 100,000 sales number recorded by any new model launched by HCIL** in India. To commemorate the success of the model, HCIL has introduced a **special Ace Edition of the Honda Amaze**. Based on **top grade VX in both Diesel and Petrol**, the Ace Edition offers sportier appeal to the car and will be available in 3 colours – Radiant Red, Lunar Silver and White Orchid Pearl.

#### Honda Amaze Ace Edition – Highlights

- Based on top grade VX in both Diesel and Petrol
- Stylish Black Alloy Wheel
- Sporty Black Trunk Spoiler
- Stylish seat covers with *Ace Edition* Branding
- Front Room Lamp
- Black Door Visor
- Door Edge Garnish
- *Ace Edition* Emblem

Speaking on the success of Honda Amaze, **Mr. Rajesh Goel, Senior Vice President & Director, Marketing & Sales, Honda Cars India Ltd** said, *"All New 2<sup>nd</sup> Generation Honda Amaze has been a game changer for HCIL achieving exceptional success with over 1 lakh sales in record 13 months translating into 20% higher sales as compared to 1<sup>st</sup> Gen Amaze that was launched in 2013. The bold styling of Amaze has appealed to lot of SUV intenders and First time buyers. We would like to thank our customers for the confidence & continuous support that has enabled the brand to grow so strongly. To commemorate this success, we are introducing the special "Ace Edition" of Honda Amaze with enhanced sporty and premium look."*

#### **Ex-showroom price (All India) of Honda Amaze Ace Edition**

Petrol MT – Rs 7,89,200	Petrol CVT – Rs 8,72,200	Diesel MT – Rs 8,99,200	Diesel CVT – Rs 9,72,200
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Build on an all new platform, the All New 2<sup>nd</sup> Generation Amaze was developed considering the needs and aspirations of Indian customers. The new Amaze was developed as a proper sedan from ground-up which makes it the most contemporary sedan in its class. Amaze offers **One Class Above Sedan experience** with its bold design, sophisticated & spacious interiors, outstanding driving performance, advanced features and safety technologies.

The All New Amaze has attracted **more than 25% first time buyers**, indicating an increasing aspirational trend among the first time buyers to opt for premium sedans. The car has been **well received across markets with 38% sales from Tier1 cities and 32% and 30% from Tier2 and Tier3 cities respectively**. The advanced



**CVT technology** has found very strong acceptance among customers with more than **20% of Amaze customers opting for automatic variants** in petrol and diesel.”

The Peace of mind service offering of All New Amaze with best in class 3 years Unlimited Kms warranty and Lowest Cost of Maintenance have also been strong appeal points for customer’s consideration.

First introduced in India in April 2013, Honda Amaze has cumulatively brought joy to more than 3.5 lakh customers across the country. The All New 2<sup>nd</sup> Generation Honda Amaze was launched in May 2018 and the model has contributed to 52% of total HCIL sales in ongoing FY19-20.

### **About Honda Cars India Ltd**

Honda Cars India Ltd. (HCIL), a 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 at Tapukara, Distt. Alwar, Rajasthan.

The company’s product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda WR-V, Honda BR-V, Honda City, Honda Civic 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 their established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 374 facilities in 264 cities across spread across the country.

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