



Honda Cars India introduces new and enriched version of Honda WR-V

*~Introduces new **V grade** and enriched **S & VX grade**~*

New Delhi, 11th July 2019: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced an all **new Diesel V grade** of its **premium Sporty Lifestyle Vehicle Honda WR-V**, along with an enhanced **S and VX grade with segment leading features**.

Speaking on the introduction of latest addition and enhancements in WR-V, **Mr. Rajesh Goel, Sr. Vice President and Director, Sales & Marketing, Honda Cars India Ltd.** said, *"Honda WR-V, the premium Sporty Lifestyle Vehicle introduced in 2017, features the brand's global DNA and has been well accepted by customers. We are extremely delighted to introduce the **new V grade** and **enriched versions of S & VX grade for WR-V**. We are confident that the freshness added to WR-V line-up will be appreciated by our customers."*

The **newly introduced V grade, available in Diesel**, is positioned between the S and VX grade and is equipped with premium exterior features like Headlamp Integrated Signature LED DRLs & position lamps, Front Fog lamps, Turn indicators on ORVM, Gun metal finish R16 Multi-spoke Alloy Wheel, Chrome Door Handles and Rear Micro Antenna.

The new grade has an Urban Sophisticated Black & Silver upholstery and comes loaded with advanced and comfortable features including 17.7cm Advanced Touchscreen Infotainment with AVN, Steering mounted controls for HFT, Audio, Voice command & Cruise control, Automatic Climate Control, One Push Start/Stop Button with white and red illumination, Honda Smart Key System with Keyless Remote, Front Centre Armrest with Storage Console, Tilt and Telescopic Power Steering (EPS).

The new WR-V grade is equipped with a wide range of Honda's active and passive safety technologies, which are offered as standard equipment like Advanced Compatibility Engineering (ACETM) Body Structure, Dual SRS Front airbags, Anti-lock Brake system (ABS) with Electronic Brake Distribution (EBD), Rear Parking sensor, Front Passenger seat belt reminder, High Speed Alert, Pedestrian injury mitigation technology, Intelligent Pedal (Brake Over Ride System) and Multi-angle rear view camera with guidelines.

Apart from the new V grade, the existing **Honda WR-V S & VX** grade also get enhanced features.

New features in S grade (Petrol and Diesel)

<ul style="list-style-type: none">• Gun metal finish R16 Multi-spoke Alloy Wheel• Auto AC with Touch Control Panel• Fog lamps• Speed Sensing Auto Door Lock	<ul style="list-style-type: none">• Jack knife retractable key• Driver side Window One touch Up/ Down operation with Pinch guard• Driver and Passenger side Vanity Mirror with Lid• Safety features - Rear Parking Sensors, Front Passenger Seat belt reminder, High Speed Alert
--	---



New features in VX grade (Petrol and Diesel)

<ul style="list-style-type: none">Leather wrapped Steering WheelSpeed Sensing Auto Door Lock	<ul style="list-style-type: none">Driver and Passenger side Vanity Mirror with LidSafety features - Rear Parking Sensors, Front Passenger Seat belt reminder, High Speed Alert
---	---

The Honda WR-V is now offered in 3 grades – S (Petrol and Diesel), V (Diesel only) and VX (Petrol and Diesel) in Manual Transmission.

Ex-showroom Delhi prices of Honda WR-V

<i>Petrol</i>	<i>1.2L i-VTEC SMT – Rs 815,000</i> <i>1.2L i-VTEC VX MT- Rs 925,000</i>
<i>Diesel</i>	<i>1.5L i-DTEC S MT – Rs 925,000</i> <i>1.5L i-DTEC V MT (Newly introduced) – Rs 995,000</i> <i>1.5L i-DTEC VX MT – Rs 10,35,000</i>

About Honda WR-V

Honda WR-V is a premium Sporty Lifestyle Vehicle based on Honda's globally successful Jazz platform. It features a Sporty and Sophisticated exterior design, high quality spacious interiors with advanced equipment, top of the class fuel efficiency, powerful performance and advanced safety features. Over the years WR-V has emerged as a strong volume model in Honda's model line-up targeting young urban customers who are looking for status, comfort and an active lifestyle.

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.

For further information, please contact:

Saba Khan

Honda Cars India Limited

0120- 2341313

saba@hondacarindia.com