

Honda Cars India introduces new grade in Honda City with Premium & Luxurious Black Interiors

Dual SRS Airbags as standard equipment in City

New Delhi, January 22nd, 2016: Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India, today introduced a **new VX(O) BL grade of Honda City with all-new Premium and Luxurious Black Leather Interiors**. The new grade is positioned alongside existing VX(O) grade available in Beige Leather Interiors and is offered in Manual Transmission in both petrol & diesel in Premium White Orchid Pearl and Alabaster Silver colours in the line-up. The 4th Generation Honda City has appealed to a large number of young buyers and the introduction of VX(O)BL is in response to the younger customer's voice. The grade also comes with Sunroof and Advanced Integrated Touchscreen Audio Visual Navigation (AVN).

Dual SRS Airbags has been made as standard equipment for all grades in Honda City in addition to standard ABS & EBD. The company has also introduced **Rear ISOFIX & Top Tether Anchor for Child Seats as standard equipment in the City**. The newly introduced Rear ISOFIX feature in the Honda City is an international standardised system, which provides a safer, easier and quicker way to install a compatible child car seat correctly. Along with ABS & EBD already offered as standard equipment, the City now ensures maximum safety as standard equipment to customers in its segment.

Announcing the newly enriched City line up, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales**, Honda Cars India Ltd said, "Our endeavour has always been to offer best-in-class products to our customers & we are happy to offer Premium & Luxurious Black Leather Interiors in the City. We are thankful to our customers for their tremendous response which has made the 4th Generation Honda City a huge success in India. We hope the mix of premium, luxury and safety enrichment to the City line-up will also be appreciated by our customers," he further added.

Honda City is one of the most successful car brands in India with very high brand equity. First introduced in India in January 1998, Honda City has brought joy to almost 6 lakh customers across the country. Since its launch in January 2014, the 4th generation Honda City has sold more than 1.6 lakhs units across the country in just 2 years since its launch.

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 Jazz, 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 267 facilities in 173 cities spread across the country.

For further information, please contact:

Saba Khan
Honda Cars India Limited
0120- 2341313
saba@hondacarindia.com

Deepanjali Itkan
Perfect Relations
+91 9654450269
ditkan@perfectrelations.com