



## Honda City Achieves 7 lakh cumulative sales in India

India - Largest Market for Honda City with 25% of model's current global sales

Video release: <https://youtu.be/j0LmY4KaLc4>

**New Delhi, October 30, 2017** - Honda Cars India Ltd, leading manufacturer of passenger cars in India today announced that its bestselling premium sedan Honda City has sold 7 lakh units since its first introduction in the country in 1998. The car, now in its fourth-generation version, enjoys a huge brand loyalty and a special place in the hearts of the customers. India being the largest and most important market for the Honda City, currently accounts for over 25% of the car's worldwide sales.

Speaking about the milestone achievement by Honda City in India, **Mr. Yoichiro Ueno, President & CEO, Honda Cars India Ltd** said, *"Honda City is our bestseller model in India and the only premium sedan to achieve cumulative sales of 7 lakh units in the country. With a strong legacy of four generations, the City brand has evolved with the changing tastes and aspirations of our customers. We thank all our City customers for their patronage of the brand."*

*"India has always been a strong market for Honda City and currently accounts for 25% of its worldwide sales. It's a complete package of sporty looks with advanced safety, superb driving performance, high fuel efficiency, best comfort and a rich equipment list. We hope the Honda City will retain its much-loved brand status in the years to come,"* he added.

### Honda City journey in India to 7 lakh cumulative sales in India and beyond:

Cumulative sales Milestone	Achievement
First introduction	January 1998
100,000 Sales	March 2005
200,000 Sales	October 2007
300,000 Sales	March 2010
400,000 Sales	September 2012
500,000 Sales	November 2014
600,000 Sales	February 2016
700,000 Sales and counting	October 2017

### Generation-wise sales of Honda City in India

Cumulative sales in India since launch	7 lakhs	Fuel Type
1 <sup>st</sup> Generation City (1998 – 2003)	59,378	Petrol
2 <sup>nd</sup> Generation City (2003 – 2008)	177,742	Petrol
3 <sup>rd</sup> Generation City (2008 – 2013)	192,939	Petrol
4 <sup>th</sup> Generation City (2014 – till current period)	269,941	Petrol/Diesel



Honda City is a highly successful sedan with presence in over 60 countries, registering cumulative sales of 3.6 Mn units. Currently in its 4th generation, the Honda City delights the customers with some of the best in class range of technology, design, exterior and interior features. Available in Manual Transmission (both Petrol and Diesel) and Advanced CVT petrol, the Honda City adopts the best of Honda's powertrains to achieve a perfect balance of performance and fuel economy.

The City offers some of the best-in-class features such: Keyless entry, Electric Sunroof, Steering Mounted Audio and Bluetooth handsfree, advanced 17.7 cm touchscreen infotainment system called the Digipad, Reverse Camera & Parking Sensors, Cruise Control, Automatic Air-conditioner, leather seats, 16 inch diamond alloy wheels and safety at its best with ABS (Anti-lock braking system) with EBD, & Airbags.

### **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 Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a CBU imported from Thailand. 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 348 facilities in 234 cities across spread across the country.

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