



PRESS INFORMATION

Honda Civic Retains Top Spot in Executive Sedan Segment Registers 30% Sales Growth in October 2019

New Delhi, 20th November 2019 : Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, maintained its leadership in executive sedan segment as the company clocked 30% month on month growth in sales of Civic with 436 units in October 2019. The company sold 336 units of Civic in September 2019. The market share for Civic in the month of October'19 stood at an impressive 53%, in its segment. Since its launch in March'19, HCIL has sold 4375 units of Civic till October'19.

Civic is not only leading the segment sales but also contributing to overall growth of the Executive Sedan segment. The cumulative sales for the segment from April - October 2019 stands at 4,763 units with a growth of 9.5% as compared 4,350 units in the same period last year.

Mr. Rajesh Goel, Senior Vice President and Director - Sales and Marketing, Honda Cars India Ltd said, *"The comeback of the Civic this year has given the much needed boost to the executive sedan segment and its one of the few segments which have grown despite the current market slowdown. This reaffirms our confidence in the sedan category that there are customers who prefer sedans for their stylish looks and superb driving dynamics. We are thankful to our esteemed customers who have reaffirmed their love for Civic and helped it lead the segment sales."*

The Honda Civic is one of the most stylish sedans on Indian roads and comes with a 1.8-litre i-VTEC petrol engine mated to a highly advanced Continuously Variable Transmission (CVT) that offers a very responsive driving performance and good fuel economy. The Civic is also available with an exclusive 1.6-litre i-DTEC diesel turbo engine mated to a 6 speed Manual Transmission offering excellent driving performance and best in segment fuel efficiency.

The top-end variant of the Civic boasts of features like a 17.7 cm touchscreen infotainment system with Apple CarPlay and Android Auto. It also gets a smart entry, dual-zone automatic climate control, 8-way power driver seat, electric parking brake and a multi-angle rear view camera. As for the safety aspect, the Civic has ASEAN N-CAP 5-star safety rating and is equipped with features like ABS with EBD and Brake Assist, 6 Airbags, Vehicle Stability Assist, Hill Start Assist, Honda Lane Watch and Rear Seat ISOFIX Child Seat Anchorage.

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 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 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 378 facilities in 266 cities across spread across the country.

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