



Honda introduces new 'SX' variant of Honda Amaze with added safety features

New Delhi, January 15, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced a new "SX" variant of Honda Amaze with added safety features. The new "SX" variant will be positioned above the "S" variant and will be available in both Petrol and Diesel with Manual Transmission. The Honda Amaze SX will feature **Front Dual Airbags** in addition to the features available in "S" variant. Additionally, **ABS (Anti Locking Braking System)**, which comes as standard equipment in all variants of Diesel Amaze, will now be offered in newly introduced Petrol "SX" variant apart from the top grade Petrol "VX".

The complete range of the Amaze has been expanded and is available in 12 variants - E, EX, S, SX (New) & VX (Petrol and Diesel) and S AT & VX AT (Petrol only).

Announcing the new variant, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd** said, "Honda Amaze has witnessed great success in Indian market by selling more than 60,000 units ever since its launch in April 2013 and has been a game changer for Honda. It is our constant endeavour to study customers' needs & aspirations and introduce features that enhance the overall ownership experience. We are pleased to introduce "SX" variant of the Amaze with added safety features. The S variant has been the most popular variant in the Amaze range and with the addition of SX variant, we are confident that this new variant will appeal and bring delight to the customers seeking safety features at the volume range."

Available in diesel and petrol variants, Honda Amaze embodies the best of Honda technologies and is designed to deliver great performance with unparalleled fuel efficiency in a spacious, comfortable and attractive looking form. The diesel variant is equipped with a 1.5L advanced i-DTEC diesel engine that provides segment leading mileage of 25.8 km/litre and best in class max power output of 100PS@3600rpm, thereby establishing a new benchmark in performance and fuel efficiency.

Ex-showroom (Delhi) prices of Honda Amaze SX:

Variant	Petrol	Diesel
SX	Rs 622,640	Rs 712,240

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 City, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility. 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 of 159 facilities in 101 cities and is further strengthening its network in Tier II and III cities to 170 facilities in 107 cities by the end of 2013 – 14.

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