



Honda launches 'Celebration Edition' of Amaze and Mobilio for the upcoming festive season

New Delhi, September 4, 2015: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced the 'Celebration Edition' of its family sedan Honda Amaze and the stylish 7-seater MPV Honda Mobilio to celebrate the upcoming festive season in India.

The 'Celebration edition' of both the models would be offered with features reflecting the celebratory theme. The exterior of the Honda Amaze and the Honda Mobilio would come with Stylish Body Graphics and an Emblem to highlight the special edition. The interiors of the cars have been further enhanced with premium upholstery including designer Seat Covers & cushions, stylish Steering Wheel cover and elegant Floor Mats.

The 'Celebration Edition' of Honda Amaze and Honda Mobilio is being offered in the highest selling shade and is available across all the grades of Taffeta White and Orchid White Pearl.

Speaking about the special edition, **Mr Jnaneswar Sen, Senior Vice President, Marketing and Sales, Honda Cars India said**, "We are delighted to introduce the new 'Celebration Edition' of Amaze and Mobilio to our customers to celebrate the upcoming festivities in the country. Our endeavor is to provide element of freshness to our products which would excite our customers."

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 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 250 facilities in 166 cities spread across the country.

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