



PRESS INFORMATION

Honda announces Senior Management changes at Global and Regional level

Mr. Gaku Nakanishi to be appointed as HCIL's new President & CEO w.e.f. 1st April 2018

New Delhi, 22 February 2018: Honda Motor Co., Ltd. has appointed Mr Gaku Nakanishi as the new President & CEO of Honda Cars India Ltd and he will take charge from April 1, 2018, consequent to the management changes announced annually by Honda Motor Co., Ltd.

Mr Nakanishi will take over from Mr. Yoichiro Ueno, who moves to New Business Strategy Division, Business Development Supervisory Unit in Honda Motor Co., Ltd for accelerating formulation of new business strategy and pursuit of open innovation in the area of future mobility.

During his tenure in India, Mr. Yoichiro Ueno was instrumental in fortifying the premium brand positioning of Honda in India. He spearheaded the introduction of several premium models in India including BR-V, Accord Hybrid, New City and WR-V and laying the foundation for launch of new models including All New Amaze, All New CR-V and comeback of the Civic. Mr. Ueno's strong focus on new age communication led to many integrated marketing campaigns targeting consumers across age profiles. In his role, he emphasized on achieving operational efficiencies at company and dealership level during rapid market shift from diesel to petrol, Demonetization and GST implementation. He also led several initiatives in the field of sales and service to enhance customer experience and dealer profitability.

Mr. Gaku Nakanishi has been President and CEO of Honda Automobile (Thailand) Co., Ltd. since 2015. Mr Nakanishi has been associated with Honda Motor Co., Ltd. for almost 30 years and has vast experience in the automobile industry, having worked in several international markets including North America, Mexico, Japan, Thailand and has worked with overseas division for CIS, Middle East & Africa and Asia & Oceania regions.



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 352 facilities in 238 cities across spread across the country.

For further information, please contact:

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