



## **Honda Cars India to launch new model Honda WR-V on March 16**

### **Opens Pre-launch bookings**

**March 2, 2017:** Honda Cars India Ltd., leading manufacturer of passenger cars in India, will launch its new model Honda WR-V on 16<sup>th</sup> March 2017. India is the first country to manufacture and launch the Honda WR-V in the world. HCIL today commenced the pre-bookings of the WR-V at all authorized Honda dealerships across the country with a booking amount of Rs 21,000.

The Honda WR-V is an all new premium model in the Honda family and features Honda's global DNA. The WR-V is the first model developed by Honda R&D India in association with Honda R&D Co., Ltd., Japan. It has been developed as a Sporty Lifestyle Vehicle for the Indian consumers who want sporty and stylish vehicles that are compact in size with premium interiors and loaded with advanced features.

Talking about the launch of the Honda WR-V, Mr Yoichiro Ueno, President and CEO, Honda Cars India Ltd. said, "The WR-V is an all new Sporty Lifestyle Vehicle in Honda's line-up. It will provide joy for recreational usage and comfortable driving for daily use in the city." "Honda has started the year 2017 on a positive note. After a very successful launch of the New City 2017 in February, the WR-V launch is our second important launch this year. We are confident that both these models will propel Honda Cars India firmly on the growth path."

### **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, Honda BR-V and the 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,



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reliability and fuel-efficiency. The company has a strong sales and distribution network with 332 facilities in 220 cities across spread across the country.

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