

Honda undertakes special campaign to support repair activities of flood affected cars in Chennai

- ♦ **Waiver of labour charges and 10% discount on Spare Parts on customer expenses for flood affected cars**
- ♦ **50% discount on value added services like anti-rust, paint protection**

New Delhi, December 21, 2015: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in the country, has taken multiple measures to support repair activities of flood affected Honda cars in Chennai. As part of the special campaign, Honda has waived off the labor charges on customer's expenses for the repair of affected cars. The company is also providing a 10% discount on the spare parts and 50% discount on value added services like anti-rust, paint protection etc.

Additionally, Honda customers, both 2-wheeler and 4-wheeler owners, whose vehicles have been affected during the floods, can avail loyalty points of upto Rs 20,000 on buying a new Honda car. For customers with affected cars, who wish to exchange with a new Honda car, Honda has announced an exchange bonus of upto Rs 30,000.

To cope with the requirement of spare parts for repair activities of this magnitude, the required parts have been stocked at the Chennai warehouse. Any other parts required to get the affected cars road-worthy are being sent by air from other Honda warehouses at no additional cost.

Speaking on the initiatives undertaken by Honda, **Mr. Katsushi Inoue, President and CEO, Honda Cars India Ltd.** said, "We understand the gravity of the situation in Chennai where a large number of our customers' cars have been completely or partially submerged in water. We are making all the efforts to support our customers to have their cars repaired as swiftly as possible."

Honda has instructed its dealerships to take additional space to receive the flood affected cars. The workshops have been reinforced with technical manpower from Honda and nearby dealerships. The company has deputed its Area Managers and Service Quality teams at the dealerships to oversee the entire process. The company is also working closely with all insurance partners to expedite the claim process and has activated its Road-side assistance partners to move the affected cars to Honda workshops on priority.

About Honda Cars India Limited

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. The company has a strong sales and distribution network with 263 facilities in 172 cities spread across the country.

For further information please contact:

Saba Khan
Honda Cars India Limited
0120- 2341313
saba@hondacarindia.com

Dheeraj Rai
Perfect Relations
+91 9958417322
drai@perfectrelations.com