



## **Honda WR-V achieves 50,000 unit sales in first year**

### **Accounts for 28% of total HCIL sales in FY'18**

**New Delhi, March 27, 2018:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India today announced that its **premium Sporty Lifestyle Vehicle Honda WR-V** has crossed **50,000 cumulative sales milestone in India in one year since its launch**. Launched in March 2017, the Honda WR-V has witnessed great success in Indian market and **accounted for 28% of total HCIL sales** during the past 12 months.

**Commenting on the success of the Honda WR-V, Mr. Yoichiro Ueno, President & CEO, Honda Cars India Ltd., said:** “This is a very proud moment for us. Honda WR-V has witnessed great success in the Indian market and the 50,000 sales milestone validates its strong presence. It has emerged as a strong volume model in Honda’s model line-up striking the right chord among young urban customers who are looking for status, comfort and have an active lifestyle.”

WR-V has gained popularity across markets with its sales, fairly distributed across regions. In line with WR-V’s premium product offering with segment leading features like Sunroof, Tier 1 markets, comprising of large cities, contributed to 38% of its nation-wide sales. The model has found equally strong resonance from Tier 3 markets due to its aspirational value and product strengths like high ground clearance.

#### **1<sup>st</sup> Year Sales Trends for Honda WR-V**

<b>S.No.</b>	<b>Honda WR-V</b>	<b>Details</b>
1.	First Introduction	India
2.	Other Market	Brazil
3.	Launch in India	March 2017
4.	Cumulative Sales in India (as on date)	50,000 units and counting
5.	WR-V Contribution to HCIL Sales in 2017-18	28%
6.	Highest Selling Grade	Top Grade (VX) – 80%
7.	Petrol: Diesel ratio	42% (Petrol) 58% (Diesel)
8.	Sales Contribution – Zone wise	North -30%, West-28%, East -15%, South-27%
9.	Sales Contribution – Market wise	Tier 1 – 38%, Tier2 - 30%, Tier3 – 32%



### **About Honda WR-V**

Honda WR-V is a premium Sporty Lifestyle Vehicle based on Honda's globally successful Jazz platform. It features a Sporty and Sophisticated exterior design, high quality spacious interiors with advanced equipment, top of the class fuel efficiency, powerful performance and advanced safety features.

WR-V is available in Petrol and Diesel fuel option & adopts the best of Honda's powertrains to achieve a perfect balance of performance and fuel economy.

Engine	Transmission	Power	Torque	Fuel Efficiency
1.5L DOHC i-DTEC Diesel	6 MT	100PS@3600rpm	200NM@1750rpm	25.5 KMPL Best in Segment
1.2L SOHC i-VTEC Petrol	5 MT	90PS@6000rpm	110NM@4800rpm	17.5 KMPL

### **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 239 cities across spread across the country.

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