



Honda Amaze crosses 1 lakh sales milestone

~ Reaches this landmark in record time of 16 months~

New Delhi, August 8, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced that its family sedan Honda Amaze has crossed the 100,000 sales milestone. The compact family sedan clocked phenomenal sales since its launch in April 2013 thus crossing this milestone in just 16 months and fastest in HCIL history since its inception in the Indian market.

Announcing the new milestone, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd** said, "This is a very proud moment for us. Honda Amaze has witnessed great success in the Indian market and the 1 lakh sales milestone only validates its strong presence. Honda Amaze has been a game changer in its segment and has enabled HCIL to reach out to a whole new set of customers experiencing the joy of owning and driving a Honda car. Honda entered the diesel car segment with the Amaze and we would like to thank our customers for the confidence they have showed in us and their support that has enabled the brand to grow from strength to strength."

Honda Cars India forayed into the diesel car segment in the country with the Honda Amaze venturing into new market segment and increasing its operation universe. Powered by the revolutionary 1.5L i-DTEC diesel engine and 1.2L i-VTEC petrol engine, the Amaze continues to be a perfect package which embodies the best of Honda's technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety. The car's best in class fuel economy along with a host of other features ensured an equally smooth run for the Honda Amaze in the metros, mini-metros and tier-2 and tier-3 markets alike. Honda Amaze continues to have a strong sales momentum in the market and has lot of sales potential with Honda's expanding dealership network which is expected to go up to 230 outlets in 150 cities by the end of 2014 – 15.

The Honda Amaze was declared as the "Car of the Year" and "Compact Sedan of the Year" by leading automobile magazines and has clinched 12 major automobile awards in 2013 – 14.

The complete range of the Amaze is available in 12 variants - E, EX, S, SX & VX (in Manual Transmission in Petrol and Diesel) and S and VX in Automatic Transmission in Petrol).

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 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 180 facilities in 115 cities spread across the country.

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