



PRESS INFORMATION

Honda Cars India introduces Industry First Any Time Warranty Program upto 10 years

New Delhi, December 11, 2019: Reinforcing its commitment towards customer delight and enhancing ownership experience, Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, launched a first of its kind **Any Time Warranty** offering that can be bought by the customer annually till 10 years of vehicle usage from time of first purchase. This is the longest warranty coverage available from any auto brand in India and is also transferable with change in ownership.

HCIL was the first manufacturer in the industry to offer Any Time Warranty upto 7 years in 2014 and now is expanding the offering till 10 years in yet another industry first move. This new warranty package will not only reduce the total cost of ownership of the car but will also augment the resale value.

Speaking on the occasion, Mr. Rajesh Goel, Sr. Vice President & Director, Marketing & Sales, Honda Cars India Ltd, said, *"We strive towards having customers for Life. In line with this commitment, Honda has introduced the industry first Anytime Warranty Program upto 10 years for our customers. This programme is a testimony to the brand attributes of Durability, Quality and Reliability associated with Honda cars and we believe it will further enhance peace of mind to our customers."*

About Any Time Warranty by Honda Cars India

Its a unique program, introduced first time in Indian Automotive Industry. This program gives a coverage of "1 Year / 20,000 Kms". The eligible criteria to get this program is Vehicle age less than 10 Years (from policy start date) and Odometer reading less than 1,20,000 Kms from new vehicle sale date. The customer can opt for this program anytime even after expiry of Standard Warranty / Extended Warranty. The vehicle will be required to qualify a formal inspection by authorised dealer in case of a break in warranty and preventive maintenance service. Under the Any Time Warranty, the dealer will repair or replace any part which proves to be defective within the limits of Any Time Warranty (Terms & Conditions applicable) at no charges to the customer for parts and labor.

About Honda Cars India Ltd

Honda Cars India Ltd. (HCIL), a leading manufacturer of premium 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 at Tapukara, Distt. Alwar, Rajasthan.

The company's product range includes Honda Jazz, Honda Amaze, Honda WR-V, Honda BR-V, Honda City, Honda Civic and Honda CR-V, which are manufactured in India. The Accord Hybrid is sold as a Completely Built Unit (CBU) imported from Thailand. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 378 facilities in 266 cities across spread across the country.

For further information, please contact:

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

Akshaye Chopra
AvianWE
+91-9915855064
akshaye@avianwe.com