



## **PRESS INFORMATION**

### **Honda Cars India Introduces Special Editions of WR-V, City and BR-V**

**New Delhi, August 6<sup>th</sup>, 2018:** Honda Cars India Ltd (HCIL), leading manufacturer of passenger cars in India, today announced the introduction of special editions of three of its models Honda WR-V, Honda City and Honda BR-V. These special editions include **Honda WR-V - Alive Edition, City - Edge Edition and BR-V - Style Edition** and have been introduced to mark the beginning of festive sales in India.

Speaking about the introduction of these special editions, **Mr. Rajesh Goel, SVP & Director, Marketing & Sales, Honda Cars India Ltd.** said, “With the onset of festive season, we are extremely delighted to offer the special editions of Honda WR-V, Honda City and Honda BR-V. We are confident that these will be appreciated by our customers for the enhanced value they offer.”

#### **Honda WR-V - Alive Edition**

The **Honda WR-V - Alive edition** comes with a host of comfort, convenience and safety features and is based on **S grade**.

#### **<Key Highlights>**

- Special Edition - Alive Emblem
- 16-inch Diamond Cut Alloy Wheel
- Rear camera with IRVM display
- Rear parking sensors
- Premium seat cover with special edition logo
- Premium steering wheel cover
- Honda Connect (With 1<sup>st</sup> Month Subscription free)
- Ex Showroom Delhi price
  - S MT Alive (i-VTEC) – Rs 802,500
  - S MT Alive (i-DTEC) – Rs 911,000

Additionally, WR-V now comes with a **new exterior color - Radiant Red Metallic** and is **available in all grades of WR-V**.



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### **Honda City - Edge Edition**

The **Honda City - Edge edition** is based on **SV grade** and comes enriched with:

#### **<Key Highlights>**

- Special Edition Emblem
- 15-inch Diamond Cut Alloy Wheel
- Rear parking sensors
- Rear camera with IRVM display
- Ex Showroom Delhi price
  - SV MT Edge (i-VTEC) – Rs 975,000
  - SV MT Edge (i-DTEC) – Rs 11,10,000

### **Honda BR-V - Style edition**

The **Honda BR-V Style edition** with its enriched and stylish looks will be available across grades.

#### **<Key Highlights>**

- Special Edition Emblem
- Front Guard
- Tailgate Spoiler
- Body side moulding
- Front & rear bumper protector
- Ex Showroom Delhi price
  - S MT Style (i-VTEC) – Rs 10,44,500
  - V MT Style (i-VTEC) – Rs 11,59,000
  - VX MT Style (i-VTEC) – Rs 12,63,000
  - V CVT Style (i-VTEC) – Rs 12,77,500
  - S MT Style (i-DTEC) – Rs 11,79,000
  - V MT Style (i-DTEC) – Rs 12,65,500
  - VX MT Style (i-DTEC) – Rs 13,74,000

### **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.



**HONDA**

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 completely build unit 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 353 facilities in 241 cities across spread across the country.

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