



Honda Cars India Opens Pre-launch bookings for much awaited All New 10th Generation Honda Civic

New Delhi, February 14, 2019: Honda Cars India Ltd., a leading manufacturer of premium cars in India, will commence the pre-launch bookings for the eagerly awaited **All New 10th Generation Honda Civic** from 15th February 2019. The pre-launch booking can be made at all authorized Honda dealerships across the country, with a booking amount of Rs 31,000. The All New Civic is scheduled to be launched on 7th March 2019.

Talking about the Honda Civic, **Mr. Rajesh Goel, Sr Vice President & Director, Marketing & Sales, Honda Cars India Ltd.** said, "Civic is an iconic brand with a rich legacy of 10 generations and is currently our largest selling model globally. We are extremely excited to bring the latest 10th Generation All New Civic to the Indian market."

Civic is Honda's longest-running automotive nameplate with cumulative sales of 25 million units worldwide. Over the course of ten generations, the Civic has continuously evolved to meet changing customer needs around the world and is sold in 170 countries worldwide, consistently raising the bar for design innovation, driving performance & fuel-efficiency.

The 10th Generation Civic is the most dynamic, most technologically advanced & the most stylish Civic ever made and has won international acclaim and unprecedented success globally. With its athletic stance and advanced aerodynamic styling, the 10th Generation Civic sedan boasts a youthful, premium and sporty new style that advances Civic design into the next league. The completely new interior of the all-new Civic is designed to match the exciting, modern and sophisticated exterior styling while providing enhanced comfort, leading-edge technology and class-leading quality.

The Civic will be launched in both petrol and diesel powertrains. The **1.8L i-VTEC Petrol engine mated to advanced CVT** offers an impressive power packed performance with great fuel economy. The Civic Diesel is being introduced for the first time in India with the exciting **1.6L i-DTEC turbo unit** from Honda Earth Dreams Technology series **mated to a 6 speed Manual Transmission** offering best in segment fuel efficiency and excellent driving performance.



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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 completely built 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 350 facilities in 239 cities across spread across the country.

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