



## Honda Cars India Opens Pre-launch bookings for All New 2<sup>nd</sup> Generation Honda Amaze

*All New Amaze to offer First in Industry Diesel CVT in India*

**New Delhi, April 06, 2018:** Honda Cars India Ltd., leading manufacturer of premium cars in India, today commenced pre-launch bookings for the much-awaited **All New 2<sup>nd</sup> Generation Honda Amaze**. The booking can be made at all authorized Honda dealerships across the country, with a booking amount of Rs 21,000.

The **All New 2<sup>nd</sup> Generation Amaze** is built on an **all-new platform**, incorporating Honda's advanced engineering prowess and expertise in research and development. The car is scheduled **to be launched in May 2018** and will be available in both Petrol and Diesel.

The all-new Amaze will feature the **First in Industry Diesel CVT Technology in the Indian market**, offering powerful and effortless driving experience. This will be Honda's first diesel engine combined with advanced CVT, and India will be the first market to launch this technology.

The 2<sup>nd</sup> Generation Honda Amaze is a **One Class Above Premium Sedan**, with an unmatched bold design, sophisticated & spacious interiors, advanced engine technology and outstanding driving dynamics. It is equipped with several new convenience features and latest safety technologies.

Talking about the Honda Amaze, **Mr. Rajesh Goel, Sr Vice President & Director, Marketing & Sales, Honda Cars India Ltd.** said, *"The Honda Amaze has been one of our very successful models in India, with over 2.57 lakh satisfied customers. With the 2<sup>nd</sup> generation Amaze, we are extremely excited to add another chapter to the success story of the model. It's a big commitment from HCIL to its customers and for us it's "Time To Go Big."*

*"The introduction of India's Diesel CVT technology in the new Amaze, which offers unmatched and superior automatic driving experience, is also a first from Honda globally. We are confident the customers will see great value in this new technology,"* he added.



**HONDA**

Since its introduction in the Indian market in 2013, the Amaze has gained popularity as a premium family sedan from Honda and has sold 2.57 lakh units so far. Amaze was the first diesel model introduced by HCIL, marking Honda's entry into Diesel segment in India. The car embodies the best of Honda's technologies, delivering fun, agile and effortless driving with best in class fuel-efficiency, spaciousness & safety.

Amaze remains one of the most strategic & exciting models for the Indian market from Honda Cars India. The car helped Honda consolidate its position in the Indian car market, with the aim to be the most trusted car manufacturer in India. The product has won several awards, including the prestigious 'Car of the year' and 'Compact-sedan of the year' award.

#### **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 completely built units 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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