

Honda to showcase new small car Prototype at Thailand Motor Expo in November 2010

November 9, 2010 – Honda today announced plans to exhibit the world premiere of a prototype representing the direction of the new small-sized vehicle which is scheduled to be introduced to India and Thailand in 2011, at the 27th Thailand International Motor Expo 2010 starting November 30, 2010 (press day: November 30, public days: December 1-12.)

Building upon the Honda New Small Concept, which was showcased in India (January) and Thailand (March) in 2010, this prototype represents vehicle packaging that is closer to the mass-production model.

Based on this prototype, Honda will introduce two different versions of the small-sized vehicle, which will share the same basic design. In India, Honda will introduce a model developed exclusively for the country's growing small car market. In Thailand, Honda will introduce a model that complies with the country's high fuel efficiency standards.

In addition to the prototype, Honda also will exhibit a variety of automobiles such as Accord, City, Civic, Jazz (known as Fit in Japan), Freed and CR-V as well as motorcycles including CBR250R, a new global sports model, and PCX, a global scooter model, both of which are being exported from Thailand to global markets.