



**Honda Cars India Limited launches Bold and Premium new Amaze  
Announces Safety Direction for India  
Dual SRS Airbags as standard application on all Honda models by Apr' 17**

**New Delhi, March 3, 2016:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced the **New Honda Amaze** with **Bold New exterior styling, One Class Above premium interiors** and several **New-Age features**. The new Amaze now comes equipped with the **Continuously Variable Transmission (CVT)**, and becomes the **first petrol car in its class to offer advanced CVT technology**.

The company also announced its **Safety Direction** for India that **every new Honda model, introduced in the market from new fiscal year 2016 - 17 will apply Dual SRS as standard equipment** across all variants. Also, Dual SRS Airbags will become standard offering across Honda line-up, including current models, by April 2017. Additionally, the customers of the new Amaze can opt for Dual SRS airbags from the base variant, and the bookings for these variants will begin from May this year.

The new Amaze sports a **bolder and wider stance** from the front. The **newly designed Front Bumper** and **Dual Chrome Front Grill**, coupled with **New Classy Rear Combination Lights** further accentuates the exterior styling giving a new look to the car.

The Amaze features an **All New One Class Above Interior Design**, which is new age and user friendly. The **All-New Dual tone Futuristic cockpit styled Instrument Panel with Silver accents**, and a **new 3D Speedometer design with Multi Information Display (MID)** lends the car's interior a very premium appeal. The **newly designed premium seat fabric** of the new Amaze is class apart.

The **advanced and superior CVT technology from the Earth Dreams Technology series**, introduced in new Amaze, will provide **better drivability** as compared to the conventional automatics, **higher fuel economy** than Manual Transmission, along with added **Comfort and Convenience** of an Automatic. The 1.2 L i-VTEC **petrol CVT variant of Honda Amaze** gives an **impressive fuel economy of 18.1 km/l** as per test data. The CVT variants available in the new models in Honda line-up have got a tremendous response from the Indian market and the new



Amaze CVT variant with its characteristic advantages is bound to get popular among its customers.

The new Amaze offers many new advanced features including the **Integrated Bluetooth Audio System** with Hands Free Telephone (HFT) & Mobile Phone Audio Streaming for an engaging ride. The **Automatic Air Conditioner** with a neat knob-less design and digital display offers a very premium feel to the interiors. The lower variants adopt a similar theme of Big Screen Digital Display with Digital AC controls for a uniform premium look inside the car. The driver can monitor all **important trip and vehicle information** including Driving Range, Instantaneous and Average Fuel Efficiency, Ambient Temperature and Time from the **Multi Information Display (MID)**. This allows the driver to easily and safely monitor speed, time and fuel consumption levels while driving.

Announcing the new Honda Amaze, **Mr Katsushi Inoue, President & CEO, Honda Cars India Ltd** said, *“Amaze has been a very successful model since its launch 3 years ago and we have close to 2 lakh happy Amaze customers in India. We are confident that the New Amaze with bold new style, premium interiors with new age features will attract even more customers. The new Amaze has been designed keeping in view the customer feedback. We value our customers and always try to exceed their expectations.”*

*“Vehicle safety is a top priority for us at Honda. All Honda cars sold in India have ACE body structure, which ensures structural rigidity and integrity of the body shell of the car, in case of a collision. It is very encouraging to see the growing awareness of safety equipment in the minds of the consumers and so, from the forthcoming financial year, every new Honda model, introduced in the market will come equipped with Dual SRS Airbags as standard and by April 2017, our entire model line-up will have Dual SRS airbags as standard equipment,”* he added.

The new Amaze will be offered in 4 grades in both petrol and Diesel. – E, S, SX and VX in Manual Transmission. Additionally, CVT Transmission will be available in S and VX petrol grades. The New Amaze will be available in 7 colors – **New and Exclusive Bluish Titanium Metallic**, Carnelian Red Pearl, Urban Titanium Metallic, Alabaster Silver Metallic, Golden Brown Metallic, Taffeta White and Orchid White Pearl.



### **About Honda Amaze in India**

The family sedan Honda Amaze has received an overwhelming success in the Indian market ever since its launch in April 2013 with close to 2 lakh units sales so far across the country. Honda Amaze is the strongly preferred family car in India. The car embodies the best of Honda's technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety coupled with amazingly stylish exteriors.

The new Amaze is powered by **the 1.5L i-DTEC diesel engine of Earth Dream Technology series** offering highly impressive fuel economy of 25.8 km/l as per test data. This engine delivers a maximum power of 100PS@3600rpm and maximum torque of 200 N-m@1750 rpm. It has been mated with 5-speed Manual Transmission that is light, compact, and attains top class transmission efficiency to deliver a pleasant and fun to drive experience along with an excellent fuel economy.

The Petrol variant of the new Amaze is powered by a refined **1.2 L i-VTEC engine** that delivers a maximum power of 88 ps@6000 rpm and a torque of 109 Nm@4500 rpm and Fuel Economy of 17.8 Kmpl(as per test data) for the 5 Speed Manual Transmission variant. For the new Advanced CVT transmission the engine churns out a maximum power of 90 PS@6000 rpm, Maximum Torque of 110 Nm@4800 rpm along with an impressive mileage of 18.1 Kmpl (as per test data).

The **Advanced Compatibility Engineering™ (ACE™)** body structure of Amaze enhances self-protection while mitigating damage to other vehicles in the event of a collision. The Amaze features host of Honda's active and passive safety technologies including **Dual SRS airbags, Anti-Lock Braking System (ABS)** which prevents wheel locking, **Electronic Brakeforce Distribution (EBD)** which enhances braking performance, **Seat Belt Pretensioner** with load limiters and **Impact mitigating headrests**. The ABS with EBD is being offered as standard across all Diesel and CVT variants. The front body structure of the Amaze is equipped with **Pedestrian injury mitigation technology** designed to absorb impact energy.

### **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 Mobilio, Honda City and Honda CR-V. 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 280 facilities in 180 cities spread across the country.

**For further information please contact:**

Saba Khan  
Honda Cars India Limited  
[0120- 2341313](tel:0120-2341313)  
[saba@hondacarindia.com](mailto:saba@hondacarindia.com)

Deepanjali Itkan  
Perfect Relations  
[011- 49998999](tel:011-49998999)  
[ditkan@perfectrelations.com](mailto:ditkan@perfectrelations.com)