



## **Honda Cars India enriches Amaze and Brio range with addition of AVN grades**

**New Delhi, January 13, 2015:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced the new enriched range of Honda Amaze and Honda Brio. **The Amaze** comes with a **new VX(O) grade featuring the Audio-Video Navigation**. The new grade will be positioned above the existing VX grade in Manual Transmission in both petrol and diesel. The **Brio range** has also been expanded by introducing a **new VX grade with striking Black Interiors and Audio-Video Navigation**.

The enriched Brio and Amaze also feature **Advanced White illumination Speedometer with Blue gradation** and **newly designed Power Foldable ORVMs** which enhance the premium looks of the car. The Power Foldable ORVMs and Rear Defogger are now available from SX grade of the Amaze.

The newly introduced **Audio Video Navigation system** features a **large 15.7 cm Touch Screen** loaded with maps, satellite-based voice guided navigation, and complete in-car entertainment and connectivity features (DVD/CD, Bluetooth, USB, AUX, i-POD, MP3, FM/AM) that make the user's travel safe, convenient, smart and fun. The system comes with an integrated Bluetooth communication function that lets the user sync their phone with it and implement functions on screen including dialing, answering, history, address book and Bluetooth music play. The built-in navigation featuring intuitive and suggestive keyboard allows the user to search locations and helps to reach their destination conveniently.

Announcing the new grades for Amaze and Brio, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd** said, "The new grades with Audio Video Navigation have been introduced as a result of customer feedback we have received. We value this feedback and constantly try to accommodate the same in our models. We are also planning to offer a CNG option of the Amaze to our customers shortly."



The family sedan Honda Amaze has received an overwhelming success ever since its launch in April 2013 and has cumulatively sold more than 1.25 lakh units across the country. Powered by the revolutionary 1.5L i-DTEC diesel engine and 1.2L i-VTEC petrol engine, Honda Amaze is the strongly preferred family car in India. Launched in September 2011, Honda Brio has established itself as a safe, economical and comfortable premium hatchback in the Indian market and has cumulatively sold more than 70,000 units since its launch. Both cars embody the best of Honda's technologies to deliver fun, agile and effortless driving, fuel-efficiency, spaciousness & safety.

**The prices (ex showroom Delhi) of the newly launched grades are as below:**

Honda Amaze

VX(O) MT Petrol – Rs 732,000

VX(O) MT Diesel – Rs 820,500

Honda Brio

VX BL Petrol MT – Rs 599,000

VX BL Petrol AT – Rs 678,400

**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 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 208 facilities in 134 cities spread across the country.

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