



PRESS NOTE

Honda City and Brio rank highest in J.D. Power Initial Quality StudySM 2012

Honda Cars India Ltd, leading manufacturer of premium cars in India, received the highest rankings J.D. Power Initial Quality Study 2012 for Honda City in the midsize segment and Honda Brio in the premium compact car segment. The Honda City has scored Industry best result and this is the tenth consecutive year that the car has been ranked highest in the J. D. Power IQS StudySM.

According to **Mr. Jnaneswar Sen, Sr. VP, Sales & Marketing, Honda Cars India Ltd.**, "Honda City and Brio are significant models for us in India and this honor is a true testimony of the appreciation from our customers. We'd like to thank them for their continued support and faith in the performance, versatility, comfort and reliability that our cars stand for."

Honda City has achieved highest rank in J.D. Power Initial Quality StudySM for the 10th time in a row and overall 12th time in the midsize segment. Honda City which was Honda's first offering in India, with its brilliant engine, fuel efficiency and total reliability struck an instant chord with the Indian buyer and quickly became a best seller in the premium car segment and remains a leader in the premium petrol segment. It has reformed the sedan segment both in terms of design and performance.

Honda Brio is the recent offering from Honda which is primarily targeted at a wide range of customers who are looking for a safe, economical and comfortable premium hatchback. The Brio received the highest rank in JD Power Initial Quality Study in the first year of the launch in the Indian market. Honda Brio is a perfect choice for customers who seek Honda's Durability, Quality and Reliability in their small car and are also conscious of styling and performance.

The 2012 India Initial Quality StudySM (IQS) is based on evaluations from 8,688 owners who purchased a new vehicle between November 2011 and July 2012. The study includes 94 vehicle models from 16 manufacturers. The study was fielded from May to September 2012 in 25 cities across India.