



HONDA

Press Information

Honda Siel Cars India launches “*Select Edition*” of Honda Jazz

New Delhi, March 08, 2010: Honda Siel Cars India (HSCI) Ltd., leading manufacturer of premium cars in India, today launched a “**Select Edition**” of the Honda Jazz to commemorate the celebration of ‘Car of the Year’ award won by the Jazz in India.

The “**Select Edition**” is an addition to the Jazz line-up which boasts of premium styling, spacious interiors, versatile utility and remarkable performance & fuel efficiency. The Honda Jazz becomes even more stylish and enhances its premium appeal by addition of **Alloy wheels** in the “**Select Edition**”. The new edition will additionally feature a **Rear Parcel Shelf** for added customer convenience & safety of the luggage and **Front & Rear mud guards**.

The “**Select Edition**” of Honda Jazz would start getting despatched to the Honda dealerships from this week and will be available at the outlets from next week.

Honda Jazz was adjudged as the ‘**Car of the Year**’ and ‘**Small Car of the Year**’ at the NDTV Profit – Car India and Bike India Awards 2010. Introduced in the Indian market in June 2009, the Jazz comes with a 1.2 L i-VTEC engine in 5-speed manual transmission and is loaded with all the values that are associated with Honda – global design, great drivability, fuel efficiency and safety.

Price of the ‘Select Edition’ of Honda Jazz: Rs. 7.21 lac (ex-showroom, Delhi)

About Honda Jazz:

Honda Jazz was launched in India in June 2009. Honda's design principle “Man Maximum - Machine Minimum” has defined the underlying approach in the design concept of the Honda Jazz that calls for maximizing the space available for passengers and minimizing the space occupied by mechanical components.

The Jazz's dynamic performance is achieved by a newly developed four-cylinder 1.2-liter i-VTEC engine, featuring Programmed Fuel Injection that delivers maximum output of **90 PS (66 kW) @ 6,200 rpm** and Torque of **110 Nm (11.2 kg-m) @ 4800 rpm** while giving impressive fuel economy of **16.1 km/l**, as per ARAI test data.

In line with Honda's mission to reduce its environmental footprint, the new engine is **E10 compatible** and has **Euro IV emission levels**.

Safety is not the option at Honda and all safety equipment is **standard across all models**. The Honda Jazz comes fully loaded with various active and passive safety features including **ABS** (Anti-Lock Braking System) with **EBD** (Electronic Brake-Force Distribution System), **Dual SRS airbags** and pre-tensioner seat belts. Honda's Advanced Compatibility Engineering Body (**ACE**)

and **G-CON** (G-Force Control Technology) provide a high integrity survival zone that enhances self-protection and better compatibility in collisions with other vehicles. Honda's **Pedestrian-injury reduction body design** helps protect pedestrians from injury in the event of a collision.

About Honda Siel Cars India Ltd.

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 74%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

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