



## Press Information

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### HSCI launches the stunning New Honda City with Advanced Features and Premium Styling

**New Delhi, December 14, 2011:** Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, today launched the new Honda City with striking new looks and value added features.

The New Honda City juxtaposes Honda's superior design and enhanced premium styling. On the exterior, the **new chrome front grille, restyled front and rear bumper** and **all new taillights** accentuate the looks of the car. The newly designed and attractive **10 spoke Alloy Wheels** (in select grades) add to its sporty look.

The interiors of the New City incorporate an elegant and attractive design. The plush **Beige interiors with high quality seat fabric** and improved modern **Centre Control Panel** with stylish **Chrome fittings** gives the car an upmarket feel. The New City sports a soft lit **Blue Meter Graphic** which lends even more premiumness to the car.

The New Honda City now comes with **enhanced ground clearance of 165 mm**, 5mm more than its predecessor giving it an extra bit of comfort on bumpy roads. The length of the new City is 4440 mm (20 mm longer than its predecessor).

The complete range of the City has been expanded to give more options to the customers and will now be available in 5 variants – **Corporate, E, S, V MT/AT and V (Sunroof) MT/AT**.

The newly introduced **V(Sunroof) grade** of the New City now comes with a sunroof which has been introduced in this segment for the first time and adds to the premiumness of the car even more.

The introduction of new features like **Cruise Control System and Turn indicators on ORVM** in New City 1.5V and V(Sunroof) complement the look of the car and make it plush with a luxurious feel.

The City 1.5E will now be offered with Beige interiors and addition of Integrated Advanced Audio System while City 1.5S will have added value in form of Alloy Wheels.

The **Corporate grade** of the City comes with **all new Black interiors** and will appeal to customers who are looking for affordability in a premium sedan.

The company has also added new colors in the line-up of the new City apart from existing offering. It will now be offered in **Carnelian Red Pearl** and **Sparkling Brown Metallic** which have been first time introduced in the Honda line-up. The existing colour range includes - Taffeta White, Alabaster Silver Metallic, Bold Beige Metallic and Urban Titanium Metallic.

Speaking on the occasion **Mr. Seki Inaba, Director Marketing, Honda Siel Cars India Ltd. said**, "Honda City is one of the most successful car brands in the country and certainly the most desirable sedan in its category. Honda City has **11<sup>th</sup> time** achieved **No.1 Rank in JD Power Initial Quality Survey** in the mid size segment which is a record in itself. It is our constant endeavor to study customers' emerging demand and introduce features that enhances the overall ownership experience. I am confident that the new range will appeal to our customers even more and will be the most admired offering in its category."

The Honda City comes equipped with a **1.5L, 4 cylinder new generation i-VTEC engine** that delivers a **good balance of 118PS power** along with **excellent fuel economy of 16.8 km/l** (Test results as per Rule 115 of CMVR). In line with the Honda's policy of reducing impact on the environment the engine is E10 compliant and has Euro IV emission levels.

The Safety of passengers and pedestrians is a first priority for Honda. Honda City is fully loaded with various active and passive safety features as standard including **ABS** (Anti-Lock Braking System) with **Brake Assist** (BA), **Dual SRS airbags**, pre-tensioner seat belts and **G-CON (G-Force Control Technology)** body with a high integrity survival zone. The front body structure of the Honda City ensures advanced pedestrian safety features.

The 3<sup>rd</sup> Generation Honda City has been the winner of numerous Auto Awards including the most prestigious 'Indian Car of the Year 2009' (ICOTY) Award. Its instant success is testified by the fact that it has sold nearly 1.36 lakh units since its launch in September 2008 and cumulatively 3.76 lakhs units since its first launch in India in 1998.

Bookings for the New City will start immediately at all Honda dealers nationwide however deliveries will begin from January 2012.

**Prices ex showroom Delhi :**

1.5 Corporate (MT) : Rs. 6.99 Lacs  
1.5 E (MT) : Rs. 7.70 Lacs  
1.5 S (MT) : Rs. 8.20 Lacs  
1.5 V (MT) : Rs. 8.70 Lacs  
1.5 V (AT) : Rs. 9.42 Lacs  
1.5 V (MT) Sunroof : Rs. 9.50 lacs  
1.5 V (AT) Sunroof : Rs. 10.22 Lacs