



Press Information

Mr. Hironori Kanayama joins as President & CEO Honda Siel Cars India Ltd.

Mr. Shigeru Yamazaki joins as Sr. Vice President & Director – Sales & Marketing

New Delhi, April 2, 2012: Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, has announced that Mr. Hironori Kanayama assumed the office of President & CEO and Mr. Shigeru Yamazaki as Sr. Vice President & Director, Sales & Marketing with effect from 1st April, 2012.

Mr. Kanayama has been associated with Honda Motor Company for over three decades. Having worked with Honda ventures in different markets like China, Taiwan and Japan, Mr. Kanayama has hands-on experience in the automobile industry. He has spent significant years in China and was the President of Guangqi Honda Automobile Co. Ltd, China from April 2009 to March 2011; General Manager China Operation of Honda Motor Company Ltd from October 2007 and President of Honda Automobile (China) Co. Ltd. from September 2003. He started his career at Honda Motor Company Ltd., Tokyo, Japan in 1976.

Mr. Hironori Kanayama, the New President & CEO, Honda Siel Cars India Ltd., said "India is one of the most dynamic economies and among the fastest growing automobile markets in the world. It remains an extremely important territory for our future growth. We have ambitious plans to grow our operations in India."

"With normal production resuming in our Greater Noida plant from February 2012, we have registered the best ever monthly sales of 11016 units posting a growth of 208% and we expect to continue similar performance in the new financial year", he further added.

Mr. Shigeru Yamazaki, Sr. Vice President & Director, Sales & Marketing was the General Manager of Automobile Business Division, Asian Honda Motor Co., Ltd., since 2009. His primary responsibility had been to establish the future strategy for further expansion of business. He has been associated with Honda Motor Co. for over 29 years. He started his professional career with the company in the year 1982 in Fleet Sales Division. He has significant experience in product planning and has worked extensively in Europe & United States. He was the General Manager, Overseas Sales Operation

Office #1 in headquarter before he took over as General Manager of Auto Business division at Asian Honda Motor in April 2009.

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. At present, the company has an installed capacity of 100,000 cars. HSCI's second manufacturing facility is in Tapukara, Rajasthan.

The company's product range includes Honda Brio, Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 80%, 77%, 76%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units. 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 spread across the country. The network includes 135 facilities in 83 cities. HSCI dealerships are based on the "3S Facility" (Sales, Service, Spares) format, offering complete range of services to its customers.

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

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