



## PRESS INFORMATION

### CELEBRATE THIS FESTIVE SEASON WITH 'THE GREAT HONDA FEST'

Attractive consumer OFFERS across Honda models

**New Delhi, September 18, 2019:** Elevating the festive fervour, Honda Cars India Ltd. (HCIL), a leading manufacturer of premium cars in India, announced its special annual celebration '**The Great Honda Fest**'. As a part of this celebration, customers can avail a host of attractive offers across Honda Cars' product portfolio at any Honda dealership till September 30, 2019.

**Speaking about the exciting offers, Mr. Rajesh Goel, Sr. Vice President & Director, Sales & Marketing, Honda Cars India Ltd**, said, "We aim to make this festive season very special and rewarding for our customers. The special offers on Honda cars during 'The Great Honda Fest' are very attractive and this is the best time for our customers to make their much awaited car purchase in this festive season."

Customers can avail these offers while purchasing new cars which are in form of Cash Discounts, Extended Warranty, Honda Care maintenance programme and Special Exchange bonus on their old cars.

BRAND	OFFER
Honda Amaze	• Up to INR 42,000
Honda Jazz	• Up to INR 50,000
Honda WR-V	• Up to INR 45,000
Honda City	• Up to INR 62,000
Honda BR-V	• Up to INR 1,10,000
Honda Civic	• Up to INR 2,50,000
Honda CR-V	• Up to INR 4,00,000

There are additional benefits for existing Honda customers including Loyalty bonus and Special exchange benefits who trade in their old Honda car.

The company has also tied up with multiple banks and financial institutions to offer upto 100 percent on-road financing, low EMI packages and long-tenure loans to make the purchase process more attractive.

For further details, customers can visit <https://www.hondacarindia.com/offers>

#### **About Honda Cars India Ltd**

Honda Cars India Ltd. (HCIL), a leading manufacturer of premium 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. The company's product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda WR-V, Honda BR-V, Honda City, Honda Civic and Honda CR-V which are all manufactured in India. The Accord Hybrid is sold as a Completely Built Unit (CBU) imported from Thailand. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 374 facilities in 264 cities across spread across the country.

**For further information, please contact:**



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