



Honda Cars India implements new Corporate Identity for its Dealer Network across India

- **Modernised facilities to provide unmatched customer experience with latest design and technology**
- **Introduction of 'iWorkshop' - a fully integrated digital workshop management system**

New Delhi, 4 February 2019: Honda Cars India Ltd., leading manufacturer of premium cars in India, today announced that all its existing showroom and service centers will adopt a new corporate identity as part of its network modernisation initiative. The new identity accentuates the aesthetics and overall appeal in form of distinctive exteriors, warm & welcoming interiors and a new customer interface, offering an enriched and unmatched buying experience. The entire sales and distribution network with 350 facilities in 239 cities spread across the country will adopt the new identity progressively within the next three years. HCIL is also implementing **'iWorkshop' - a fully integrated digital workshop management system** that combines the key workshop processes into a simple and intuitive solution using the latest technologies.

Talking about the all new corporate identity, **Mr. Rajesh Goel, Senior Vice President & Director, Marketing & Sales, Honda Cars India Ltd.** said, "The modernization of our dealer network is part of our effort to provide the highest level of premium retail experience to our customers. Customer experience at our dealerships has a lasting impact on their perception towards our brand. All the elements of the new identity have been designed keeping in mind the needs and requirement of modern day customers." "We are confident that the new experience at our dealerships will amplify the 'Joy of Buying' for all our customers and 'Joy of Selling' for our dealership staff, which is at the core of Honda's philosophy and brand," he further added.

The key highlights of the new network identity include a **brand new exterior design with bold and impactful logos** offering a distinctive look so as to stand out in the urban environment. The **large red colored entry portal** is a very eye catching element which brings out the unique aesthetic appeal of the Honda dealership which cannot be missed even in a fast



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moving traffic. The reduced glazing from the previous design helps in reduction of heat and enhancing energy efficiency.

The showroom interiors are designed to provide a warm and welcoming feeling to the customers. **Clutter free and friendly spaces** have been set in superbly lit environment. **Distinct areas for car display and customer interaction** have been made seamless with each of the areas **flowing into one another** without a visual barrier. A common customer lounge for sales and service customers offer highest level of comfort and convenience. Inclusion of wood décor in the entire showroom and a Café add a warm and cosy feeling for the customer.

The modern showrooms include enhanced focus on technology and digitalisation, offering a myriad of Interactive user experience. Use of **expansive 75'' LED screen for video driven product explanation, Accessory and Color configurators** will help to connect with customers using digital medium.

The **iWorkshop** would help provide real-time updates and a more holistic after sales experience to Honda customers. **Tablet based smoother check-in, Estimate on emails, Efficient bay management, Re-estimate approval & Online payment** being very convenient for pick and drop car are some of the key features of iWorkshop and facilitated through Honda Connect application. This will enhance transparency in workshop operations thus contributing towards customer satisfaction.

About Honda Cars India Ltd

Honda Cars India Ltd., (HCIL) leading manufacturer of passenger 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. HCIL has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Distt. Alwar, Rajasthan.



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The company's product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a completely built units imported from Thailand. 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 with 350 facilities in 239 cities spread across the country.

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