



## Honda launches the All-New Honda Accord Hybrid in India

- **Equipped with World's most efficient hybrid system – Sport Hybrid i-MMD**
- **Delivers top class performance of 215PS and fuel efficiency of 23.1 km/l**
- **Loaded with Premium amenities and Advanced Safety Technologies**

**New Delhi, October 25, 2016:** Honda Cars India Ltd. (HCIL), leading manufacturer of passenger cars in India, today launched the **All-New Honda Accord Hybrid** featuring the world's most efficient hybrid system which delivers **top-of-the class powerful performance with 215 PS of maximum output** and best in class **fuel economy of 23.1km/l**.

The new Honda Accord Hybrid is the ultimate Accord, the most refined, technologically sophisticated, uniquely stylish and the most fuel efficient hybrid model in its segment. The Honda Accord is equipped with Honda's two motor hybrid system - **Sport Hybrid Intelligent Multi Mode Drive (i-MMD)** combined with **an ultra-efficient 2.0-liter i-VTEC Atkinson Cycle engine**.

Speaking on the occasion, **Mr Yoichiro Ueno, President & CEO, Honda Cars India Ltd** said, "It is always our endeavor to offer Honda's latest technology and products to the Indian customers and the introduction of the Accord Hybrid is in line with our commitment. The All-New Honda Accord Hybrid is automotive perfection with many dimensions of advanced technology and safety systems. With its luxurious design from exterior to interior, I'm confident that the Honda Accord Hybrid is the perfect response to our customer's demands for a car that will reflect their identity and vision of being ahead of others."

"The Accord brand was initially introduced in India in 2001 in its 6<sup>th</sup> Generation version and has been our flagship model in the country. We are very pleased to introduce the latest 9<sup>th</sup> Generation Accord in its Hybrid version in this market which will further strengthen the brand value for Honda cars in India," he added.

The **Sport Hybrid Intelligent Multi Mode Drive (i-MMD)** is a full hybrid system featuring a **2.0-Liter, 16-valve, Atkinson Cycle Double Overhead Camshaft (DOHC) i-VTEC 4-cylinder engine** combined with two powerful electric motors, an E-CVT transmission, a **Power Control Unit (PCU)** with high power output density, a compact & light **1.3 kilowatt-hour (kWh) high output Lithium-Ion battery** and **Electric Servo Brakes** with high regeneration efficiency.



The system switches intelligently and seamlessly between **3 driving modes** to match all driving conditions.

- In the **EV Drive Mode**, the driving motor provides motive force, drawing energy from the lithium ion battery.
- In the **Hybrid Drive Mode**, the gasoline engine powers the generator motor which provides energy to the driving motor. In this mode, the battery can also assist the driving motor as per driving conditions.
- In the **Engine Drive Mode**, the engine power is directly sent to the wheels.

For a sportier and more exciting drive, the new Honda Accord Hybrid includes a **Sport Drive Mode**. By pressing the “sport” button on the center console, Sport Drive Mode uses the battery to help boost the electric motors for better acceleration. The driver also has the option to choose an **ECONOMY mode** for enhanced fuel efficiency.

The Accord Hybrid utilizes the latest version of Honda’s proprietary **Advanced Compatibility Engineering™ (ACE™)** body structure to enhance occupant protection and crash compatibility in frontal collisions. The **Pedestrian Injury Mitigation Design** also ensures safety of the pedestrians along with the occupants of the car.

Honda Accord Hybrid is equipped with a complete array of safety features including the **Honda LaneWatch** blind-spot display with a camera on the passenger-side mirror that provides a view on the 7.7 inch i-MID screen; a **multi-angle rearview camera** for better rearward vision when reversing the vehicle with three perspectives: 130-degree, 180-degree, and top-down views; **Active Cornering Lights (ACL)** that enhance nighttime visibility when the vehicle is turning; **Acoustic Vehicle Alerting System (AVAS)**; **Anti-lock braking (ABS) with Electronic Brake Distribution (EBD)**; **Vehicle Stability Assist™ (VSA®) with Traction Control, Brake Assist, Motion-Adaptive Electric Power Steering (EPS), Hill Start Assist (HSA)** and **Six airbags** including dual front i-SRS airbags, i-Side airbags, and side curtain airbags for advanced safety protection to help prevent driver and passenger injuries for greater safety during every journey.

**Automatic LED headlights with Daytime Running Lights (DRL); blue-frame LED taillights; a Clear Blue accented front grill; rear trunk spoiler; and sporty 18” alloy wheels** give the Honda Accord Hybrid a **uniquely luxurious yet sporty exterior design.**



Inside the spacious cabin, the new Honda Accord Hybrid features a full range of equipment with premium functions. This includes an **Engine Remote Start** to pre-cool the cabin even before entering the car; a **7" Advanced touch-screen audio system** that supports **Apple CarPlay™ and Android Auto™** with embedded navigation and Internet browsing capability, a **Multi-function Steering Wheel** with simple fingertip control of the car's systems; **i-Dual Zone Climate Control with Plasma Cluster** that can intelligently adjust temperature and air volume based on direction and strength of sunlight and **Ivory color plush leather upholstery**.

To ensure the quality of the new Honda Accord Hybrid, Honda provides a **3 year Unlimited Km Standard warranty with Road Side Assistance** and a **5 year Unlimited Km warranty on Hybrid battery**.

The All-New Honda Accord Hybrid is available with a choice of four colors: **Modern Steel Metallic, Lunar Silver Metallic, White Orchid Pearl, and Crystal Black Pearl**.

The Honda Accord Hybrid is imported from Thailand as a Completely Built Unit and will initially be sold through select Honda dealerships in the country.

#### **About Honda Cars India Limited**

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.

The company's product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda Mobilio, Honda City, Honda BR-V and Honda CR-V manufactured in India. The Accord Hybrid is being sold as CBU 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 316 facilities in 206 cities spread across the country.

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