



Honda BR-V receives over 10,000 bookings since launch

New Delhi, June 22nd, 2016: The newly launched Honda BR-V has witnessed a good response from the market with over 10,000 bookings registered since its launch last month. Launched on 5th May 2016, the BR-V has been able to attract customers from diverse profile with its strong offering of Bold and Sporty Stance, Best in Class Ground Clearance, Powerful Performance, Excellent Mileage and Highly Versatile Premium 3-row interiors. The 3 year unlimited km warranty policy on BR-V has been strongly appreciated by the customers.

Speaking on the performance of BR-V, Mr. Yoichiro Ueno, President & CEO, Honda Cars India Ltd said, *"The recently launched Honda BR-V has received a good consumer response with over 10,000 bookings since launch. BR-V has amassed strong interest from both young and middle aged customers. We are confident that it will attract more customers with its strong desirable values."*

"As per current demand, BR-V has witnessed equal consumer preference in petrol and diesel variants. The new warranty policy of 3 year unlimited km warranty for BR-V has been very positively accepted and is one of the driving forces for good acceptance of BR-V in the market," he added.

Available in both diesel and petrol variant, BR-V has been well accepted by the customers across the country. The unique "Paddle Shift" option in the CVT variant provides the convenience of an automatic with enhanced driving pleasure of a manual.

Through Honda's man maximum machine minimum philosophy, the BR-V offers impressive levels of interior space and versatility. In line with HCIL's Safety Direction in India, the BR-V comes equipped with Dual SRS Air Bags as Standard offering across variants, along with host of other active and passive safety features.

Industry trend reveals that the compact SUV segment has witnessed growth in last two years and last year it grew by over 40 per cent. Evolving customer traits with increasing aspirations has led to the success of this segment in India.

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 strong product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda Mobilio, Honda BR-V, Honda City and Honda CR-V. 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 299 facilities in 190 cities spread across the country.

For further information, please contact:



Saba Khan
Honda Cars India Limited
0120- 2341313
saba@hondacarindia.com

Dheeraj Rai / Deepanjali itkan
Perfect Relations
011- 49998999
drai@perfectrelations.com/ ditkan@perfectrelations.com