



HCIL launches its Bold and Versatile Honda BR-V

- Marks Honda's entry into the popular Compact SUV segment in India
- Bold Sporty Exterior with Highest Ground Clearance of 210 mm
- Highly Versatile 3 Row Premium Interiors
- Segment first advanced CVT with Paddle Shifters in petrol variant
- 3-years Unlimited Km warranty as standard value for all BR-V customers

New Delhi, May 5, 2016: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today introduced its new model **Honda BR-V**. The BR-V (Bold Runabout Vehicle) boasts a Bold and Sporty Stance, Best in Class Ground Clearance, Powerful Performance, Excellent Mileage and Highly Versatile Premium Interior with 3-row configuration.

The BR-V is available in both Diesel and Petrol fuel options in India. The petrol variant is equipped with Honda's extremely popular **16-Valve, 4-Cylinder 1.5-liter i-VTEC engine with new and exclusively developed 6-speed Manual Transmission and first-in-class Continuously Variable Transmission (CVT)**. The diesel variant is equipped with the **1.5 L i-DTEC diesel engine from Earth Dreams Technology series in 6 speed Manual Transmission**.

In yet another segment first, **the unique "Paddle Shift" option in the CVT variant** provides the convenience of an automatic with enhanced driving pleasure of a manual and can be operated using the **Sports Car inspired paddle switches** located just behind the steering spoke.

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.

Speaking on the occasion, **Mr. Yoichiro Ueno, President & CEO, Honda Cars India Limited** said, "India is a key market for Honda and as part of our business expansion, we are focusing on increasing our customer base with new model introductions. The launch of BR-V marks Honda's entry into the popular compact SUV segment. Customers can experience the outstanding appearance of an SUV and benefit from the versatility and comfort of its spacious 3 row interiors. We are confident that BR-V will strongly appeal to the customers and accelerate our growth while strengthening our brand presence in the country."



The BR-V has been developed at Honda R&D Asia Pacific Co., Ltd. located in Bangkok, Thailand. The car has been designed basis results obtained from extensive market surveys in India and other Asian markets for people's needs of an SUV with additional value.

The **BR-V 1.5L i-VTEC Petrol Engine** delivers maximum power of 119 PS@ 6,600 rpm, maximum torque of 145 Nm @4,600 rpm and **best in class economy of 15.4 km/l in MT version and 16 km/l in CVT version** respectively. The **Diesel 1.5L i-DTEC engine** on the BR-V delivers maximum power of 100PS@3600rpm and maximum torque of 200Nm@1750 rpm and excellent fuel economy of 21.9km/l.

The exterior design of Honda BR-V is striking which reflects **toughness and a premium SUV character**. Sporting a bold and wide stance from the front, the exterior styling is highlighted by **Projector Headlamps, Front Grill Design and LED Position lamps**. **Silver Finish roof rails** of the BR-V accentuate the sporty appeal of the vehicle. The tough sporty and premium wide feel is further enhanced by the **Connected tail light design with LED Light Guide** at the rear. The uniquely styled **all-new 16 inch aluminum wheels** emphasize the dynamism and ruggedness of the BR-V.

The BR-V interiors boast of a **Sporty All Black Color Theme**, Futuristic Dashboard Design, High quality material and a Highly Versatile, comfortable and spacious 3 row cabin. The Premium interiors have been further enhanced by use of Silver accents, Cool Mesh Design, Piano black finish on the Instrument panel. The **White lit 3D Speedometer with Multi Information Display** lends the interiors a Sporty appeal. The **Leather Seats coupled with Leather wrapped steering wheel, Leather Gear Knob and Leather Door Armrests** enhances the premium and sporty appeal. The BR-V also comes with multi layered fabric seats of high quality providing comfort and premium-ness.

The Honda BR-V features a host of advanced interior equipment including the **Push Button Start with Smart Entry, Integrated Bluetooth Audio System with Hands Free Telephone (HFT)** and **Steering mounted controls for Audio, Automatic Air Conditioner** and **Power Foldable ORVMs** to provide more convenience for the consumers. The **Multi Information Display (MID)** allows the driver to monitor all important trip and vehicle information including Driving Range, Instantaneous and Average Fuel Efficiency, Ambient Temperature and Time. Further, an Eco lamp provides feedback to the driver during fuel-efficient driving.



The outstanding package of the BR-V is based on Honda's **Man Maximum Machine Minimum concept** to create Maximum space for the occupants offering significantly high Headroom, Legroom and Knee room.

At **4456 mm long, 1735 mm wide & 1666 mm tall with a wheelbase of 2662 mm**, efficient use of space has been made to create an ultra-spacious cabin. The **2nd Row seat features a 60:40 Split with Slide and Recline** option to enable customers adjust the space as per their convenience. The **3rd row seat** is a **50:50 split folding type which can be reclined** for extra comfort. Once fold flat, the 3rd row seat can be quickly and conveniently tumbled forward to maximize the cargo space. The **base cargo area** for BR-V is a **generous 223 L** which can be **enhanced to 691 L** in the 3rd row fold configuration.

Entry and exit for the third row is very convenient due to the **one-touch tumble second-row seat**. In addition, BR-V has **Adjustable Headrests on all 3 rows**. The **Roof Mounted Rear Air Conditioner** is positioned between the first and second row seats to optimize the air flow in all areas, ensuring maximum comfort for all passengers, no matter where they are seated. The **Minimum Turning Radius of 5.3 mm (petrol) and 5.5 mm (Diesel)** makes the BR-V highly maneuverable and convenient for city driving. Customers can be confident in the BR-V even when facing bad roads and stormy weather owing to its **Best in class ground clearance Of 210 mm**.

The BR-V chassis realizes both superior ride comfort and smooth & agile handling. For a better crash performance and more comfortable ride of the All-new BR-V, body rigidity and damper have been newly developed for a Compact SUV driving feel. The car features a **McPherson Strut suspension in the front** and **Torsion beam rear suspension**, which dramatically improves driving stability and ride comfort. The Electric Power Steering aids the driver to steer the car with less effort and gives better handling.

Honda BR-V embraces a comprehensive approach to vehicle safety that provides a high level of both active and passive occupant protection. The BR-V's **Advanced Compatibility Engineering™ (ACE™)** body enhances self-protection while mitigating damage to other vehicles in the event of a collision. The high-performance body makes **extensive use of high tensile steel** in key areas of the frame to enhance safety and collision force absorption. The Honda BR-V comes loaded with **active and passive safety technologies** including **Front Dual SRS airbags as Standard Offering**



on all grades, Anti-Lock Brake System (ABS) which prevents wheel lock during sudden braking; **Electronic Brake Distribution (EBD)** which enhances braking performance; **Pretensioner seat belts with load limiters**. The ABS with EBD is being offered as standard across all Diesel variants.

The BR-V is available in 4 grades offered in petrol and diesel variants – E, S, V and VX with Manual Transmission. Additionally, the BR-V will be available in CVT in V petrol variant.

The BR-V is available in 6 Exciting exterior colors – **Carnelian Red Pearl, White Orchid Pearl, Alabaster Silver Metallic, Golden brown Metallic, Urban Titanium Metallic, Alabaster Silver Metallic and Taffeta White**

The BR-V comes with a **3-years Unlimited Km warranty as standard value** for all customers with another 2 years of optional extended warranty.

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 298 facilities in 190 cities spread across the country.

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