



4th Gen Honda City Achieves 2.5 lakh sales

~ Global Sales of Current City - One Million Units~

~India Accounts for 25% of Global Sales of the City ~

~30% of Customers Choose New CVT technology~

New Delhi, June 29: Driving high on its technology prowess and deep customer loyalty, the Honda City, the best-selling sedan from Honda Cars India Ltd (HCIL), reached yet another milestone in its successful journey in India. **The 4th Generation Honda City** has achieved sales volume of over **2.5 lakh** units, making it the best-selling City ever from Honda.

The 4th Generation City, which was launched in January 2014, set a new benchmark with an all-new i-DTEC diesel engine and a new-generation CVT transmission technology. The model also witnessed tremendous change in customer's preferences, with over 30% opting for the highly fuel-efficient CVT variant.

Speaking about the milestone achieved by Honda City in India, **Mr. Yoichiro Ueno, President & CEO, Honda Cars India**, said, *"The Honda City is an important pillar of Honda's business and success in India. With its new-generation technologies, the 4th Generation City meets our customers' aspirations for a premium product. It is also a testimony of our commitment to bring the best models and technologies for our customers in India. I would like to thank our customers for their support to the model."*

The **Honda City** has occupied a special place in the hearts of its customers in India ever since its introduction as Honda's first model in January 1998. Cumulatively, Honda City achieved sales of more than **6.8 lakh** units in the Indian market, making it a segment leader. India is the largest and the most important market for the Honda City and accounts for over 25% of City's worldwide sales.

Globally, the Honda City has registered cumulative sales of over **3.5 million** units in more than **60 countries**. Of this, over **1 Million** units are attributed to the 4th Generation City.

Over the past two decades, the City has defined the premium sedan segment in India and been a pioneer of many first-in-class technologies. Being the market leader, Honda City has evolved with the segment.



Highlights of Honda City

HONDA CITY	
GLOBAL STATISTICS*	
1. Global Presence of Honda City	60 Countries
2. Cumulative sales since Global Launch	3.5 Million
3. Cumulative sales of 4th Generation City	1 Million
INDIA STATISTICS	
1. Cumulative sales since Launch	6.8 Lakh
~ 1st Generation City (1998-2003)	59,378
~ 2nd Generation City (2003-2008)	1,77,742
~ 3rd Generation City (2008-2013)	1,92,939
~ 4th Generation City (2014- till June 2017)	2,50,274
2. Cumulative sales of 4th Generation City (Till June 2017)	2.5 Lakh
3. Sales Specification of 4th generation City	
a) Petrol: Diesel Ratio	61%:39%
b) MT: CVT (Petrol)	70%: 30%
c) Zone Wise Contribution	North -30% West-30% East -11% South-29%

*Global Statistics till April 30th, 2017

About Honda City – 4th Generation

The City offers some of the best-in-class features such: Keyless entry, Electric Sunroof, Steering Mounted Audio and Bluetooth handsfree, advanced 17.7 cm touchscreen infotainment system called the **Digipad**, Reverse Camera & Parking Sensors, Cruise Control, Automatic Air-conditioner, leather seats, 16inch diamond alloy wheels and safety at its best with ABS (Anti-lock braking system) with EBD, & Airbags.

The 4th Generation City raised the benchmark with a stylish and sporty exterior design, enhanced safety features with advanced high-technology infotainment system. The 4th Generation City delights the customers with some of the best in class range of technology, design, exterior and interior features. The 4th Generation City adopts the best of Honda's powertrains to achieve a perfect balance of performance and fuel economy.

The Petrol City mated with Honda's innovative and advanced **CVT** with **7-speed** paddle shifters powered by **1.5L i-VTEC** engine that delivers top-class fuel efficiency of **18 kmpl** along with an effortless driving experience. The 5-speed manual transmission delivers an impressive fuel efficiency of **17.4 kmpl**. The **Diesel City** mated to a **6-speed** manual



transmission, powered by the **1.5L i-DTEC** diesel engine of **Earth Dream Technology** deliver the best combination of excellent fuel economy of **25.6 kmpl**.

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.

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 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 346 facilities in 231 cities across spread across the country.

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