



Honda Cars India Ranks Highest in J. D. Power 2016 India Customer Service Index (CSI) StudySM

New Delhi, October 28, 2016: Honda Cars India Ltd (HCIL), leading manufacturer of passenger cars in India, has ranked highest, as per the J.D. Power 2016 India Customer Service Index (CSI) StudySM for mass market brands in India. Honda Cars India Ltd. topped the list with a total of 901 on a 1,000 points scale, in a tie.

The report reads that Honda has shown strong improvement across all factors, with the greatest improvements in service initiation and service quality.

Mr. Yoichiro Ueno, President and CEO, Honda Cars India Ltd said, “Customer Service is an aspect that Honda has always taken very seriously. It has been our constant endeavour to provide the highest levels of customer service and currently 86% of Honda customers prefer to come to the authorised Honda dealerships for their car service requirements. Achieving the highest rank in J.D. Power 2016 India Customer Service Index (CSI) StudySM further validates the fact that our efforts have been in the right direction and it is really encouraging for the company.” He also added, “We have been aggressively expanding our reach through new outlets and organising service camps for upcountry markets. We have been aligning our dealer processes to meet the changing customer requirements and we will further fortify our after-sales services to ensure a never-before like experience for our customers.”

The study has revealed that the dealers are improving in their communication activities with their customers at every service juncture, and that is having a positive impact on overall satisfaction. The rapidly growing dealership network of Honda Cars India Ltd. has been instrumental in securing the top spot in the rankings.



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.

For further information please contact:

Saba Khan

Honda Cars India Limited

[0120- 2341313](tel:0120-2341313)

saba@hondacarindia.com