



Honda Cars India delights Children at the Auto Expo 2018

Greater Noida, 10th February 2018: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, organized a fun-packed day out exclusively for children by offering an experiential tour of the Honda Pavilion at the ongoing Auto Expo 2018.

25 children of **Deepalaya**, a Delhi NCR-based NGO working for betterment of children and society, were given an opportunity to spend the day at the Honda Pavilion among innovative mobility concepts and Honda's line-up of cars. The tour was dubbed the "Power of Dreams" and gave the young visitors a chance to see the stylish, advanced and technology-based products.

The tour started with the firsthand experience of the showcased products – the all-new Honda Amaze, Honda CR-V and Honda Civic – followed by a unique show on the Honda's unique self-balancing personal mobility device – Honda UNI-CUB β (beta). The children were quite thrilled with the Honda's original balance control technology and an omni-directional driving wheel system in the UNI-CUB β (beta).

Mr. Yoichiro Ueno, President & CEO, Honda Cars India, said, "Our theme is 'Future Forward' and we believe that children are the future of India and deserve to witness the latest technology in mobility. We were delighted to host the children at our pavilion, as Honda believes in creating intelligent products that enhance mobility and increase the joy in people's lives."

The young guests hugely enjoyed the HCIL show and exchanged notes about how one day they will fulfill their dream of driving their favorite car.

Follow the excitement at #HondaFutureForward, #AllNewAmaze, #NewCivic, #AllNewCRV

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 349 facilities in 235 cities across spread across the country.

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