



**Honda announces festival delight for its customers  
with 'The Great Honda Fest'**

**Buy a Honda Car in October and Win fully-paid trip to Norway  
as part of "God's Play of Lights" contest**

**New Delhi, October 6, 2016:** Honda Cars India Limited (HCIL), leading manufacturer of passenger cars in India, today announced **'The Great Honda Fest'** being conducted at all authorized Honda dealerships. A special contest **"God's Play of Lights"** has been launched which gives a unique opportunity to winning couples to get a fully paid trip to experience the phenomenal **Northern Lights** in **Norway**.

Speaking about this unique and amazing offer, **Mr. Jnaneswar Sen, Sr Vice President, Marketing and Sales, Honda Cars India Ltd** said, "We aim to give exclusive experiences to our customers that are special, grand and memorable for the rest of their lives. While we continue to make all efforts to enrich the Honda ownership experience, this once in a lifetime opportunity to travel to Norway on buying a new Honda car can make this festive purchase even more special and rewarding for our customers."

The contest is open for customers who buy any Honda car (Invoiced or Delivered from 1<sup>st</sup> October to 31<sup>st</sup> October 2016) and they have to log in and participate in the contest hosted on a special url [www.hondacarindia.com/godsplayoflights](http://www.hondacarindia.com/godsplayoflights)

Northern lights are magical play of lights in the night sky which can be experienced in the Scandinavian countries. They are the bright dancing lights which are actually collisions between electrically charged particles from the Sun that enter the Earth's atmosphere.

The offer which coincides with the Indian festival of lights, Diwali, is one-of-its-kind opportunity for the new Honda customers to make the most out of their association with the brand Honda. Other than the grand chance to win a Norway trip, customers will benefit from exciting offers available on Honda cars throughout October'16.



### **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 Mobilio, Honda City, Honda BR-V 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 316 facilities in 206 cities spread across the country.

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