



## Honda Cars India introduces

### 'Talking Car' mechanism during Customer Test Drives at Dealerships

**New Delhi, 28 November 2018:** Honda Cars India Ltd, leading manufacturer of premium cars in India, announced the introduction of a unique concept of customer interface 'Talking Car' during the customer test drives at Honda dealerships. The new interface enables the car to explain its own features while the customers take the test drive, enhancing their overall driving experience. Initially introduced for the All New CR-V, this interface will be extended for other Honda models shortly.

The Talking Car interface senses the trigger points from customer's vehicle driving pattern and explains the key features. This application empowers the dealer staff to offer a standardized Test Drive experience in a more engaging manner demonstrating key highlights of the car during test drives.

Speaking on the introduction of the 'Talking Car' concept, **Mr. Rajesh Goel, Senior Vice President & Director, Sales & Marketing, Honda Cars India** said; "Honda is committed to introduce innovative solutions that offer delightful customer experience in areas of sales and service. Test Drive is a critical part of the car purchase process. The 'Talking Car' concept is part of our digitization efforts at our dealerships which will offer a differentiated and user friendly experience to our customers for understanding the car and its features."

The 'Talking Car' mobile application is installed on the digital device which is configured and paired with the car's Audio System. Once the engine is started, the 'Talking Car' application takes inputs based on driving response and initiates explanation of the key features of the car. The voiceover explanation of the car ensures uniform information sharing with the driver.

#### **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 completely build unit 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 342 facilities in 233 cities across spread across the country.



**For further information, please contact:**

Saba Khan

Honda Cars India Limited

0120- 2341313

[saba@hondacarindia.com](mailto:saba@hondacarindia.com)