



## PRESS INFORMATION

### **Honda Amaze crosses 4 lakh cumulative sales milestone in India**

**New Delhi, August 13, 2020:** Honda Cars India Ltd. (HCIL), a leading manufacturer of premium cars in India, today announced that its **popular family sedan Honda Amaze has cumulatively sold 4 lakh units since its first introduction in the country in 2013**. The Amaze, now in its second-generation, is **currently Honda's largest selling model in India** and enjoys a strong market position in its segment. The brand Amaze was conceptualized keeping in mind the ever-evolving needs and aspirations of Indian consumers.

Speaking on the milestone, **Mr. Rajesh Goel, Senior Vice President & Director, Marketing & Sales, Honda Cars India Ltd.** said, *"Honda Amaze has been an extremely successful model for HCIL and is a key pillar of our business. The 4 lakh cumulative milestone for Amaze has been possible because of the love of our customers and support of our dealer partners which has helped Amaze to become a popular brand across markets. It's a contemporary sedan which not only matches but exceeds customer expectations and this milestone is a testimony that Amaze has struck the right chord with Indian customers. With 42% first time buyers opting for Amaze, we believe it's a great choice as first car for customers which offers status of a much bigger sedan and great peace of mind with its lowest cost of maintenance to suit their budget."*

Honda Amaze is a contemporary sedan which offers **One Class Above Sedan experience** with its bold design, sophisticated & spacious interiors, outstanding driving performance, advanced features, and safety technologies. The Honda Amaze is powered by BS-6 compliant 1.5L i-DTEC diesel engine and 1.2L i-VTEC petrol engine available in Manual and CVT versions for both fuel options.

The **1<sup>st</sup> Generation Honda Amaze was launched in India in April 2013 and sold 2.6 Lakh units till March 2018**. In its **2<sup>nd</sup> Generation, Honda Amaze has so far sold 1.4 lakh units since its launch in May 2018**. Being a popular model across metros and non-metros, **Tier 1 markets have contributed to almost 44%** of the overall volumes while **Tier 2 & 3 combined drive its 56% sales**. With the **growing popularity of automatic transmission models** among customers, **the share of automatics in Amaze has also increased from 9% in 1<sup>st</sup> Generation to more than 20% in 2<sup>nd</sup> Generation version**.

The Peace of mind service offering of the 2<sup>nd</sup> Generation Amaze with **best in class 3 years Unlimited Kms warranty** and **Lowest Cost of Maintenance** have also been a strong consideration point for consumer purchase decision.

#### **About Honda Cars India Ltd**

Honda Cars India Ltd. (HCIL), a leading manufacturer of premium 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



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Greater Noida, U.P, and at Tapukara, Distt. Alwar, Rajasthan. The company's product range includes Honda Jazz, Honda Amaze, Honda WR-V, Honda City, Honda Civic and Honda CR-V, which are manufactured in India. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, quality, reliability, and fuel-efficiency.

**For further information, please contact:**

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