



## Honda BRIO Prototype makes World Premiere at the 27<sup>th</sup> Thailand International Motor Expo 2010

**Bangkok, Thailand, November 30, 2010** – Honda today conducted the world premiere of a prototype of Honda BRIO, the new compact car developed for Asian markets and scheduled to be introduced in Thailand and India in 2011, at the Thailand International Motor Expo (press day: November 30, public days: December 1-12.)

Honda BRIO Prototype is being developed with Honda's advanced technologies, while further advancing Honda's "man maximum, machine minimum" concept<sup>\*1</sup>. Being developed as a commuter vehicle which is easy-to-use even in urban areas, the Honda BRIO prototype adopts an easy-to-handle compact body (length 3,610mm x width 1,680mm x height 1,475 mm) while ensuring enough cabin space achieved by highly efficient packaging. With this vehicle, Honda thoroughly pursued the creation of an advanced exterior form, which is compact while asserting a strong presence.

Honda BRIO will cater to the increasing demand for compact cars in newly emerging nations. Honda will develop unique versions of the mass production model for India and Thailand to reflect different customer needs in those markets. Moreover, with this vehicle, Honda will leverage the resources Honda has cultivated through its motorcycle business and utilize local sourcing of parts and materials such as sheet steel.

For the Indian model that is scheduled to be introduced within 2011, local customer needs for a small car will be reflected to the specifications and local content will be increased to create a model that achieves a good balance between vehicle performance and price. For the Thai model<sup>\*2</sup> that is scheduled to be introduced in March 2011, fuel economy of more than 5liters/ 100km<sup>\*2</sup> will be targeted so that the vehicle will qualify as an eco-car by the Thai government, and a starting price of approximately 400,000 baht will be targeted as well.

"Honda would like to expand the joy of mobility to more customers in India, Thailand and other Asian countries through the introduction of a new small vehicle with compact and highly efficient packaging by utilizing our own experiences cultivated by our motorcycle business here in Asia," said Takanobu Ito, President and CEO of Honda Motor.

<sup>\*1</sup> Honda's "man maximum, machine minimum" concept is a basic approach to Honda car design calling for maximizing the space available for people and minimizing the space required for mechanical components.

<sup>\*2</sup> Measures with ECE R101 mode