



## HCIL launches the all-new 4<sup>th</sup> Generation Honda City in India

### Now available in Diesel and Petrol

**New Delhi, January 7, 2014:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in the country, today launched the all-new 4<sup>th</sup> Generation Honda City for the Indian market. First introduced in India in January 1998, Honda City has brought joy to over 4.3 lakh customers across the country and has been the country's most successful sedan. The all-new City, developed as a global sedan, embodies the best of Honda's technologies to deliver Advanced Sporty Design, Best Comfort and Best Fuel Efficiency which exceeds customer's expectations and would now be available in both Diesel and Petrol fuel options.

Speaking on the occasion, **Mr. Yoshiyuki Matsumoto, Managing Officer, Honda Motor Company and Representative of Development, Purchasing and Production in Asia & Oceania Region** said "City has been a high performing product for Honda with over 2.2 million customers across 55 countries. The 4<sup>th</sup> Generation Honda City is poised for a great response from Indian customers amongst which the car enjoys a very high aspirational value."

"With the 4<sup>th</sup> Generation City now available in Diesel in India, Honda Cars is shifting gears to significantly expand its operating universe in the Indian market. The new launch will be a very important facet in this process as the car has witnessed an exceptional success ever since it was launched here," **he added**

In addition to meaningful technological advancements, the 4<sup>th</sup> Generation City delivers a new premium look and feel. The all new City adopts the best of Honda's powertrains to achieve a perfect balance of performance and fuel economy. The Diesel City is powered by the **1.5L i-DTEC diesel engine** of Earth Dream Technology series and is the most fuel efficient car in the country with **industry best fuel efficiency of 26 kmpl\***. This engine delivers a **maximum power of 100ps@3600 rpm and maximum torque of 200 N-m@1750 rpm**. It has been mated to a **newly developed 6-speed manual transmission** that is light, compact, and attains top class transmission efficiency with wide range and optimized gear ratios to deliver a pleasant, silent and fun to drive experience along with an excellent fuel economy.

The Petrol variant of the City is powered with an improved **1.5L i-VTEC engine** that delivers a **maximum power of 119 ps@6600 rpm** and a **torque of 145 N-m@4600 rpm**. It has been mated with Honda's original innovative and advanced CVT that delivers **top class fuel efficiency of 18 kmpl\*** along with an effortless driving experience and a **5 speed manual transmission** that churns out an **impressive fuel efficiency of 17.8 kmpl\***.

# HONDA

Focusing on the role and importance of Honda City for HCIL's business, **Mr. Hironori Kanayama, President & CEO, Honda Cars India Ltd** said, "2013 witnessed Honda's exceptional growth in India with our first Diesel offering, Honda Amaze. The success of Honda was possible through significant reforms in R&D and localization. This has enabled more customers to experience the joy of owning and driving a Honda car. At Honda, our goal is not just to create great products, but to offer unparalleled experience to our customers. With the best of both petrol and diesel technologies available in Honda City, we are very confident about the success of the model which will significantly contribute to our business growth in India."

The car has received an impressive response on pre-launch bookings which began after its global unveiling in India in November 2013. HCIL will start deliveries of the Diesel variants of the new City immediately through company's strong and expanding distribution network of 159 dealers in 101 cities across the country. The deliveries for the Petrol variants would begin from February 2014.

The new Honda City has been developed at **Honda R&D Centre located in Tochigi, Japan** following extensive market surveys in India, ASEAN countries and other markets for people's driving needs and lifestyles. The development of all-new Honda City adopts Honda's new 'global operation reform' of concurrent development and implementation of locally optimized design drawings to realize the best vehicle specifications with speed, affordability and low CO2 emissions for our customers.

India, being a key strategic market for Honda in the Asia and Oceania region, has been specifically chosen to lead the global production for the All New Honda City with the 1.5L i-DTEC diesel engine which is already gaining popularity in the country. This makes **India the first country to manufacture and sell the New City**, which will eventually be sold in 60 markets to help expand Honda's footprint in some of the fastest growing auto markets in the world.

The grand concept for the all-new City is **Advanced Cool Stunner**. "**Stunner**" is at the core of this concept and reflects sophistication and vigor while in motion and a striking presence when standing still.

Packaging is the big attractiveness of the new City. The All New City delivers cleverly generated interior space that exceeds its class by further evolving **Honda's "man maximum machine minimum" philosophy** which aims at maximizing the space available for people and minimizing the space required for mechanical components. The new City offers **One class above Rear legroom, superior Head Clearance & Knee room inside cabin** and offers a **class leading boot space of 510L**.

# HONDA

New City uses high tensile steel along with new body structure to achieve a lightweight & high rigidity sedan body structure to support driving and package. The new City has a completely new design, high Balance Chassis system which offers comfort with safety. The car has new geometry **MacPherson Strut front suspension** and **High rigidity H shaped twist beam rear suspension** for operation stability and comfortable ride. City adopts a **High rigidity & new controlled electronic power steering** which delivers a high quality steering feel. Considering Indian usage conditions, the **ground contact performance** for the New City has been improved by changing the exhaust layout around the wheelbase centre.

The City's **Advanced Compatibility Engineering™ (ACE™)** body enhances self-protection while mitigating damage to other vehicles in the event of a collision. The City features host of Honda's active and passive safety technologies including **Pedestrian injury mitigation technology** , **Driver and Front passenger SRS airbags**, **Anti-Lock Brake System (ABS)** which prevents wheel locking, **Electronic Brake Distribution (EBD)** which enhances braking performance and **impact mitigating headrests** which reduce the possibility of neck injury in rear impacts of low speed. The ABS with EBD is being offered as standard across all Diesel and Petrol CVT variants.

New City offers a **host of advanced interior equipment** like First in segment Auto AC with Touchscreen Control panel, Advanced integrated Audio with 8 speakers and 5" screen, One Push Engine Start/Stop button with Honda Smart Key System, steering wheel with buttons for cruise control, Audio and hands-free control, Rear A/C vents and Rear Parking camera with multiple views. The CVT model will be equipped with a "Paddle Shift" option which can be operated in both D and S mode and allows the driver to enjoy a manual transmission-like driving feel. On the exterior, with segment first shark fin antenna, sunroof, 15" sporty alloy wheels, stylish fog lamps and sleek turn indicators on the door mirrors, the New city truly delivers a One Class Above feeling.

The all-new City is available in **5 grades** offered in Petrol and Diesel variants – E, S, SV, V and VX with Manual Transmission. Additionally, the City will be available in CVT in SV & VX petrol grades.

Honda City will be available in six exciting range of colors – Golden Brown Metallic (New and exclusive), Carnelian Red Pearl, Urban Titanium Metallic, Alabaster Silver Metallic, Crystal Black Pearl and Taffeta White. It comes with a **2 years or 40,000 kms warranty as standard value** for all customers.

**About Honda Cars India Ltd**

# HONDA

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 Amaze, Honda City, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility. 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 of 159 facilities in 101 cities and is further strengthening its network in Tier II and III cities to 170 facilities in 107 cities by the end of 2013 – 14.