



**Honda Siel Cars India Ltd. announces new prices for its “City” range**  
*Passes cost reduction benefit to Customers*

**New Delhi, 14 June 2011:** Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, today announced the new price structure for its volume model Honda City.

The prices, which have been revised after enforcing considerable cost reduction efforts in the supply chain & manufacturing, will be effective from June 14, 2011. This price revision is in line with Honda’s global vision of creating products that maximize the joy of customers, with speed, affordability and low CO2.

Commenting on the new price structure, Mr Jnaneswar Sen, Sr. Vice President – Sales & Marketing, Honda Siel Cars India, said, “Our R&D function in India (HRAP-I) started working on localization and cost down activities for our volume models from year 2009. In anticipation of bigger volumes resulting in economies of scale from the second half of current year, we have achieved considerable cost reduction and are happy to pass on the benefit to the customers with immediate effect. The Honda City would now start from Rs 7.49 lakhs (ex showroom Delhi).”

The variant-wise **ex-showroom, Delhi** price of City is as follows:

Price Change : Summary		W.E.F : 14 June 2011		
Type		Ex-Showroom (Delhi)		
		Current	New	Diff
City	EMT	8,15,000	7,49,000	(-) 66,000
	SMT	8,64,600	8,19,600	(-) 45,000
	VMT	9,09,800	8,64,800	(-) 45,000
	VMT Exclusive	9,60,900	9,16,900	(-) 44,000
	VAT	9,82,000	9,37,000	(-) 45,000
	VAT Exclusive	10,33,100	9,89,100	(-) 44,000