



HONDA

Press Information

Honda Siel Cars India to expand the Power Train facility in Tapukara Plant *The facility to help set base for the Honda New Small*

New Delhi, 26 July: Honda Siel Cars India (HSCI) Ltd., leading manufacturer of premium cars in India, today announced an investment of Rs. 250 crore in its Tapukara Plant in Rajasthan for the expansion of power train facility.

The power train facility, currently under construction, will be completed by the end of 2010 and will be utilized to manufacture engine & transmission components such as **Cylinder Head and Cylinder Block** – which were till now being imported from Indonesia and Thailand. The Tapukara plant currently produces Crankshaft and Connecting rods for its Greater Noida plant and for export purposes.

Emphasizing on HSCI's commitment to automobile industry, **Mr. Takashi Nagai, President and CEO, HSCI**, said, "The Tapukara Power Train facility expansion will help us to enhance our overall capacity in future and also to accrue benefits of low-cost manufacturing available in the country. This will enable us to capture more opportunities in one of the fastest growing vehicle markets in the world."

"HSCI's investments at the Tapukara plant, is a step towards our aim to make India the future manufacturing base for critical components for our global operations. and additional investment of will further strengthen our commitment to Indian automobile industry ", He Added.

The new and enhanced facility will not only help control costs in future but will also assist in increasing indigenization levels, especially for the Honda New Small Car taking the localization to more than 80%.

About Honda Siel Cars India Ltd.

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 76%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

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