



HONDA Press Information

HSCI sales for August 2011 jump by 25%

Highest ever sales for the month of August

New Delhi, September 1, 2011: Honda Siel Cars India Ltd. (HSCI), leading manufacturer of premium cars in India, registered an impressive growth of **25%** in August 2011. The company reported a robust **6,907 units** in sales for the month of August 2011 as against **5,518 units** in August 2010 making it the highest ever for the month.

This remarkable growth in sales is fuelled by the sales of Honda City. The company sold **5,819 units** of the Honda City in August 2011 registering **35%** growth from the **4,251 units** sold in August 2010.

Model wise break-up: Jazz: 600; City: 5819, Civic: 330; Accord: 132, CR-V: 26

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. Plant has been awarded with "National Energy Conservation Award" for their efforts in energy conservation in automobile manufacturing sector for the year 2010.

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'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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