



HSCI records 54% increase in cumulative sales during April – August 2012

New Delhi, September 1, 2012: Honda Siel Cars India (HSCI), leading manufacturer of premium cars in India, sold **29,932 units** during the period April - August 2012 as against **19,433 units** during the same period last year reporting an increase of **54%**.

Mr. Jnaneswar Sen, Sr. VP- Sales and Marketing, Honda Siel Cars India, stated “The macroeconomic indicators are not very encouraging and the general inflationary trends have led to low consumer sentiments affecting the demand of cars. We are hopeful of returning to good growth numbers during the festival season.”

The company sold **5470 units** during the month of August 2012 as against **6907 units** sold during the corresponding month last year.

Model wise sales break-up:

Brio: 2335

Jazz: 465

City: 2536

Civic: 53

Accord: 34

CR-V: 47

About Honda Siel Cars India Ltd

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Rajasthan.

The company's product range includes Honda Brio, Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility. The Honda 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 has a strong sales and distribution network with 137 facilities in 85 cities spread across the country.

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