



**HONDA**

## Press Information

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### **Honda Siel Cars India Ltd. sells 4758 units in September 2011**

**New Delhi, October 1, 2011:** Honda Siel Cars India Ltd. (HSCI), leading manufacturer of premium cars in India, sold 4758 units in the month of September 2011 as against 7728 units sold during the corresponding month last year.

Honda has recently launched its new small car Honda Brio in India. The production of Brio in September was limited to the display cars which are now available at all dealerships across the country.

**Model wise break-up:** Brio: 171; Jazz: 596; City: 3720, Civic: 117; Accord: 137, CR-V: 17

#### **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. The first phase of this facility was inaugurated in September 2008 and is spread over 600 acres. It has fully operational state of the art, press shot and power train to make body panels and engine components for Brio, Jazz and City. 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.

#### **For further information please contact:**

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