



HONDA

Press Release

Thailand Floods Affect HSCI Production

New Delhi, November 2, 2011: Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, today announced a production reduction at its Greater Noida plant due to parts supply shortage, caused by the floods in Thailand.

HSCI, which was recovering from the impact of the Tsunami in Japan and was ready to resume full production from this month, is forced to make production adjustments yet again due to disruption of the supply of components from Honda plants in Thailand, as well as its suppliers, based in northern and central Thailand, which has experienced the worst floods in 50 years.

HSCI's production in the month of November will be severely impacted and December production too will be curtailed, but the full extent of the impact is still being assessed, as the parts supply situation is fluid.

The parts shortage will affect all the models manufactured in India, but the impact will be much more on the Honda Brio, Jazz and City because of their larger volumes.

Expressing his anguish at the devastation caused by floods in Thailand, **Mr. Takashi Nagai, HSCI President & CEO**, said *"I express my heartfelt condolences to the people of Thailand for the loss of life and livelihood and wish them a speedy recovery from this tragedy. As Honda plants in Thailand have been severely affected, we are facing a parts shortage at HSCI too and are forced to reduce production. I would like to apologize to our customers for the inconvenience they are facing due to the situation. I would request our waiting customers to bear with us and seek their understanding in the matter. HSCI is making concerted efforts to resume full production as soon as possible."*

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 shop 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 Brio, Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 80%, 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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