



'The Great Honda Fest'
Exclusive Festival Delights for Honda Customers
- Exciting trip to the US for winning couples

New Delhi, September 1, 2017: Honda Cars India Ltd., leading manufacturer of passenger cars in India, today announced its annual celebration '**The Great Honda Fest**' for all customers who plan to buy new cars this festive season. As part of the festival promotions, HCIL is providing **many exciting offers** on its models, including a **fully paid trip to the United States of America**. The "Great Honda Fest" will be celebrated at all authorized Honda dealerships across India.

A special contest "**Adventure of Space, Earth & Ocean**" gives a unique opportunity to **winning couples** to win the **US trip**.

All customers who buy a new Honda car (invoiced or delivered) between 1st September and 31st October, 2017, will be eligible to participate in the contest. The customers need to visit the HCIL website www.hondacarindia.com/greathondafest/ within the specified period and participate in the contest.

Speaking about the amazing offer, **Mr. Jnaneswar Sen, Sr. Vice President, Marketing and Sales, Honda Cars India Ltd**, said, "We aim to make this festive season very special and rewarding for our customers. All HCIL dealers will be hosting **The Great Honda Fest** from 1st September 2017 and will offer our customers an exciting opportunity to participate and win a trip to the US on buying a new Honda car."

"The recently launched '**Privilege Edition**' for the Honda Jazz & Amaze at an attractive price package has already received an excellent customer response. We are confident of good festive season sales this year," he added.



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The selection and announcement of winners will be done after the contest period is over. The selection of winners will be through random computer selection, from the correct entries received for the contest under the supervision of appointed auditors.

About Honda Cars India Ltd

Honda Cars India Ltd., (HCIL) leading manufacturer of passenger cars in India was established in December 1995 with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers. HCIL has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Distt. Alwar, Rajasthan.

The company's product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a CBU imported from Thailand. 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 348 facilities in 233 cities across spread across the country.

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