



PRESS INFORMATION

Honda Cars India opens pre-launch bookings for New WR-V

Bold new exteriors, Advanced LED package and Enriched interiors

Powered by BS-6 compliant petrol and diesel engine

New Delhi, March 6, 2020: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India today commenced the pre-launch bookings of its upcoming new WR-V. The new WR-V comes with bold new exteriors, advanced LED package and enriched interiors. The new WR-V will be powered by BS-6 compliant Petrol and Diesel powertrains. It can be pre-booked with an amount of Rs 21,000 at all authorised HCIL dealerships across the country.

Talking about the new WR-V, **Mr Rajesh Goel, SVP & Director, Sales & Marketing, Honda Cars India Ltd. Said,** *“We are glad to open the bookings for the New WR-V which will go on sale later this month. We are confident that the model’s bolder new look, stylish LED package and premium interiors will appeal to our discerning customers who are looking for status, comfort and have an active life style.”* *“The new WR-V will be launched in both Petrol and Diesel version compliant with BS-6 emission norms,”* he added.

The New Honda WR-V is set to attract new customers with a host of impactful exterior changes including **Bold New Front Grille, Advanced LED Projector Headlamps with Integrated DRL & Position Lamp, Advanced LED Front Fog Lamp** and **Advanced LED Rear Combination Lamp** among other exciting features.

Honda WR-V is a premium Sporty Lifestyle Vehicle based on Honda's globally successful Jazz platform. First introduced in India in March 2017, Honda WR-V offers Sporty and Sophisticated exterior design, premium spacious interiors with advanced equipment, best balance of powerful performance & impressive fuel economy and advanced safety features.

About Honda Cars India Ltd

Honda Cars India Ltd. (HCIL), a leading manufacturer of premium 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. The company’s product range includes Honda Jazz, Honda Amaze, Honda WR-V, Honda BR-V, Honda City, Honda Civic and Honda CR-V which are all manufactured in India. The Accord Hybrid is sold as a Completely Built Unit (CBU) imported from Thailand. Honda’s models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 375 in 263 cities across spread across the country.



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