



## **Honda's All New Amaze crosses 50,000 sales mark in 5 months**

Fastest sales milestone by a Honda model in India

Accounts for 50% of total HCIL sales in H1 of FY 18-19

**New Delhi, October 22, 2018:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced that its **All New Amaze has crossed 50,000 sales mark in just 5 months since its launch in mid May 2018.** The All New Amaze has been a hugely successful launch of 2018 and is currently contributing to 50% of total HCIL sales during April – Sept 2018. This is **fastest 50,000 sales number recorded by any new model launched by HCIL** in India.

The All New Amaze has attracted **more than 20% first time buyers**, indicating an increasing aspirational trend among the first time buyers to opt for premium sedans. The car has been **well received across markets with 40% sales from Tier 1 cities and 30% each from Tier 2 and Tier 3 cities.**

**Speaking on the success of All New Amaze, Mr Makoto Hyoda, Director, Sales and Marketing, Honda Cars India Ltd** said, “The overall concept of All New Amaze was to develop a **one-class-above sedan for Indian family use** that exceeds the expectations of customers in the compact sedan segment. The response to the car with 50,000 sales in 5 months is overwhelming. The **advanced CVT technology** has found very strong acceptance among customers with **30% of Amaze customers opting for automatic variants** in petrol and diesel.”

**Build on an all new platform**, the All New 2<sup>nd</sup> Generation Amaze has been developed considering the needs and aspirations of Indian customers. The new Amaze has been developed as a proper sedan from ground-up which makes it the most contemporary sedan in its class. Amaze offers **One Class Above Sedan experience** with its bold design, sophisticated & spacious interiors, outstanding driving performance, advanced features and safety technologies. India is the first country to have launched the All-New Amaze.

The Peace of mind service offering of All New Amaze with best in class 3 years Unlimited Kms warranty and Lowest Cost of Maintenance have also been strong appeal points for customer's consideration.



### **About Honda Cars India Ltd**

Honda Cars India Ltd., (HCIL) 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. 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 341 facilities in 231 cities across spread across the country.

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

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