



## Honda Cars India Ltd. clocks highest ever India sales in May 2013

Buoyed by the success of its family sedan Amaze, sells 11,342 units

**New Delhi, June 1, 2013:** In a significant endorsement of its position in the Indian Automotive Sector, Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India recorded its highest ever domestic monthly sales of **11,342 units** in May 2013 as against **10,334 units** in the corresponding month last year registering a growth of **9.8%**.

HCIL also exported a total volume of **738 units** during May 2013.

The May'13 sales result reflects an upward trend over the past few months attributed to the enormous consumer response to the newly launched Honda Amaze and the recently revamped Brio.

Expressing delight on the company's performance **Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Cars India Ltd. said,** "We have started the financial year on a good note and would look to build on this positive trend in our new phase of growth in the country. Our success can be attributed to our attractive product portfolio and Honda brand promise of technology, performance and efficiency. We expanded our operating universe with the new Honda Amaze which continues to receive great response from the first time buyers and consumers looking for a family car."

The company has cumulatively sold **19,830 units** during April – May 2013 as compared to **17,409 units** in the corresponding period last year recording a growth of **14%**.

<b>Model wise sales break-up for May 2013:</b>	
Brio	2012
Amaze	6036
City	3202
Accord	24
CRV	68
<b>Domestic Total</b>	<b>11342</b>
Exports	738
<b>Grand Total</b>	<b>12080</b>

### 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 Amaze, Honda City, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility. 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 150 facilities in 97 cities spread across the country.



**For further information please contact:**

Saba Khan

Honda Cars India Limited

0120- 2341313

[saba@hondacarindia.com](mailto:saba@hondacarindia.com)

Kanika Mittal/UjjwalBakshi

Perfect Relations

09899574833/09810707044

[kmittal@perfectrelations.com/ubakshi@perfectrelations.com](mailto:kmittal@perfectrelations.com/ubakshi@perfectrelations.com)