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ALL-NEW CR-V LEADS THE SUV SEGMENT WITH A TOP NOTCH 5-STAR ASEAN NCAP SAFETY RATING

- *First manufacturer in the ASEAN region awarded 5-Star rating under the new assessment protocol which is effective from 2017 until 2020*
- *The 5th Generation All-New CR-V achieved 5-Star rating with top marks of 88.80 points*

Kajang, 17 August 2017 – Honda Malaysia today announced that the All-New CR-V has achieved 5-Star rating with the overall score of 88.80 points in Adult Occupant Protection (AOP), Child Occupant Protection (COP) and Safety Assist Technologies (SATs) in the new rating system of ASEAN New Car Assessment Programme for Southeast Asia countries (ASEAN NCAP). The All-New CR-V was selected for rating and subsequently became the first model in the ASEAN region to obtain the result from the new ASEAN NCAP assessment. This rating applies for all variants of the All-New CR-V, which was launched in mid-July, and attests to Honda's commitment to lead in safety for everyone.

The Award Ceremony was held today at "The Inaugural ASEAN NCAP Result Release 2017-2020 Protocol" event at the Malaysian Institute of Road Safety Research (MIROS), Kajang, Selangor. The new rating system is a single rating system consisting of the three main domains of Adult Occupant Protection (AOP), Child Occupant Protection (COP) and Safety Assist Technologies (SATs); and the 5th Generation All-New CR-V scored 47.25 points for AOP, 22.84 points for COP and 18.71 points for SATs. This is the second consecutive generation of CR-V that has won 5-Star rating since ASEAN NCAP was introduced in 2011. In 2014, the 4th Generation CR-V achieved 5-Star rating in the Adult Occupant Protection (AOP) and 86% in the Child Occupant Protection (COP). These top scores placed the All-New CR-V as the safest model in the SUV segment, equipped with Next Generation Advanced Technology and comprehensive safety features.

The newly launched All-New CR-V offers unrivalled safety features such Honda SENSING* and Honda LaneWatch*, which won in the "Safety Technology" car maker category in

ASEAN NCAP Grand Prix Award in 2016 and 2014 respectively. Additionally, both technologies were assessed under the new protocol and received points in the Safety Assist (SA) category. Honda LaneWatch* is made available in the CR-V since 2015 - the first model in its segment to have this feature. The technology enhances the driver's view of passenger-side traffic (blind spot), and allows for a better view when compared with using the side mirror alone. This safety feature helps to improve the overall driving experience while providing the driver an uncompromising sense of security and confidence while driving.

Honda SENSING*, the Next Generation Advanced Safety Technology is the newest safety feature from Honda to assist drivers in potentially dangerous driving conditions. The Honda SENSING safety suite consists of seven features, which are Adaptive Cruise Control (ACC), Low-Speed Follow (LSF), Forward Collision Warning (FCW), Collision Mitigation Braking System (CMBS), Lane Keep Assist System (LKAS), Road Departure Mitigation (RDM), and Lane Departure Warning (LDW) that will provide Driver's Cruising Aid, Frontal Collision Deterrence and Side Collision Deterrence. This sophisticated safety technology has been tested to be compatible with local road conditions and Malaysian circumstances, and is therefore being made available for the first time in the CR-V and in a Honda Malaysia model.

In addition to Honda SENSING, the All-New CR-V also comes with a comprehensive package of active and passive safety features such as the Six Airbags, Front Seatbelt 3-point ELR, Rear Seatbelts 3-point ELR x3, Rear Seat ISO Fix, Vehicle Stability Assist (VSA) with Agile Handling Assist (AHA), Hill Start Assist (HSA), Emergency Stop Signal (ESS), Electronic Brake Distribution (EBD), Anti-lock Braking System (ABS), Walk Away Auto Lock and Multi-Angle Rearview Camera, alongside the standard body structure with ACE and G-Force Control (G-CON) technology.

The CR-V made history in Malaysia when it became the first Completely Knock-Down (CKD) model to roll out of Melaka factory in 2003. Since then, Honda Malaysia has sold more than 69,000 units of CR-V as of July 2017. With such feature-packed offerings, it is not surprising that the All-New CR-V has risen to be the most sought after SUV in Malaysia, recording more than 2,900 booking units as of 12th August 2017. This figure translates to an equivalent of its 4-month target achieved in just one month! Out of that number, bookings for the turbo variant stands close to 80%. This shows our customers respond well towards the turbo variant, as it is fuel-efficient without sacrificing fun and performance. Despite the high number of bookings received, Honda Malaysia has managed to maintain the waiting period at the standard of 1-2 months for customers' convenience.

Honda Malaysia is not resting on its laurels when it comes to safety as this aspect is always the brand's firm commitment and priority. The award has spurred Honda Malaysia to continue to set the benchmark in safety by looking beyond government regulations and study real situations and environment to develop new safety technology for customers.

For more information on the All-New CR-V or to book a test drive, customers can visit any of the 91 Honda authorised dealers nationwide or call Honda's Toll Free number at 1-800-88-2020, or log on to www.honda.com.my.

**Applicable for 1.5 TC-P 2WD variant only.*

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