

# Press Information

## **FUTURE MOBILITY**

**7<sup>th</sup> Philippine International Motor Show  
World Trade Center, Metro Manila | October 24 - 28, 2018**



### **Honda Exhibits Sporty Concept Car and Advanced Safety Technologies at the 7<sup>th</sup> PIMS**

**Manila, Philippines, October 24, 2018** – Honda Cars Philippines, Inc. (HCPI), Honda's automobile business unit joins the 7<sup>th</sup> Philippine International Motor Show (PIMS) to be held from October 24 to 28, 2018 at the World Trade Center in Pasay City. With the theme of "The Dream Lives On", Honda will exhibit its latest vehicles embodying its renowned sporty attributes as well as its latest advanced safety features, which conforms to this year's PIMS theme of "Future Mobility".

With Honda's commitment to provide the combination of sporty and dynamic vehicles, which addresses the needs and demands of the Filipino Market, Honda will be displaying vehicles embodying its new and advance safety and technology suite, as well as vehicles with sporty characteristics. *"Honda always produce cars, providing sporty driving experience while at the same time keeping the safety aspects as one of our highest priorities. In line with Honda sport DNA and "Safety for Everyone" philosophy that is always implemented to all of our products."* Said,

Honda Cars Philippines, Inc.

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Mr. Noriyuki Takakura, President and General Manager of HCPI. With this, vehicles such as the City, BR-V, CR-V, and the Civic Type R will be displayed at the Honda exhibit for customers to have an up-close look and feel with Honda's latest vehicle offerings. On top of this, the Small RS Concept, which made its debut in Indonesia earlier this year is set to step here at Philippine Shores to further showcase Honda's integration of its sporty DNA with its new sub compact sport hatchback concept.

One of the display models to look out for at the Honda booth is the City, Honda's bestselling model here in the Philippines. The City has established itself as one of the market's top of mind vehicles in the competitive sub-compact sedan category thanks to its powerful and efficient drivetrain, spacious interior and cargo capacity and various convenience features. Along with these class-leading offerings, safety features such as Vehicle Stability Assist (VSA), Hill Start Assist (HSA) and 6-Airbags are available in the City VX+ Navi CVT variant on display. This variant showcases that Honda's bestselling offering here in the Philippines is also equipped with top safety features.

Along with the City, the Honda BR-V, Introduced back in 2016 during the 6<sup>th</sup> PIMS, now serves as Honda's second bestselling nameplate here in the Philippines. With its practical 7-seater capacity combined with its efficient and capable engine, the BR-V has been well accepted by the Philippine market since its introduction and has been considered as the pioneer in the now competitive 7-seater sub-compact SUV segment. With this great success and market acceptance for the BR-V, Honda is pleased to announce that the BR-V, together with the City will now be produced here in the Philippines. This is to further address the demand of the Philippine market for Honda's bestselling SUV here in the Philippines.

Aside from the BR-V, another well accepted Honda SUV is set to highlight its advanced feature offerings in the Philippine Market. The Honda CR-V, Honda's first 7-seater diesel SUV will also be displayed at the Honda exhibit. With the well market acceptance for the diesel iteration of the CR-V in the Philippine market, The CR-V will be highlighting its advanced safety and driver assistive feature the Honda SENSING. The Honda SENSING, composed of numerous driver assistive features namely, the **Adaptive Cruise Control (ACC) with Low Speed Follow (LSF), Collision Mitigation Braking System (CMBS), Lane Keep Assist System (LKAS), Road Departure Mitigation (RDM), Forward Collision Warning (FCW), and Lane**

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**Departure Warning (LDW)**, can be experienced by customers through the “Interactive Safety Zone” which would allow customers to experience and further understand the Honda’s advanced safety technologies, and safety initiatives featured under Honda SENSING.

Aside from Honda’s commitment to providing the latest safety features in its vehicles, the integration of its familiar sporty DNA in its vehicles is also another priority for Honda in delivering the Fun to Drive experience expected from every Honda vehicle. The Civic Type R, Honda’s flagship sports car here in the Philippines will be displayed at the Honda exhibit. This is to give customers an up close feel of Honda’s sporty heritage thru its iconic Japanese Hot Hatch embodying the highest distinction for performance for the Civic model line-up. With the Type R’s aim to deliver an exhilarating driving experience both on the track and on the road with its legendary performance attributes, the Civic Type R has been one of the most aspired vehicles here in the Philippines, Two Hundred (200) Units already sold here since its introduction.

Together with the Civic Type R, another vehicle on display manifesting Honda’s sporty DNA will also be on Display, The Honda Small RS Concept. Following its global unveiling last April 2018 at the Indonesia International Motor Show, The Honda Small RS Concept car features sporty exterior design, expressing Honda sporty DNA. It is built on small car platform, for everyday life usage of young-at-heart customers, and still offers sporty driving feeling at the same time.

*“Honda Small RS Concept is the implementation of our endless innovation, emphasizing Honda sporty spirit, especially in small car line up. As a concept car, this is our vision of what a small sporty car should be.”*, said by Mr. Takakura on his opening speech.

With all the surprises that await customers at the 7<sup>th</sup> PIMS event, customers are invited to visit the World Trade Center from October 24-28, 2018 to check out its latest vehicle offerings and test-drive the latest Honda vehicles as well as get exclusive offers and packages which will be available to customers who will reserve Honda vehicles at the 7<sup>th</sup> PIMS event.

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