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Honda Launches the All-New 2019 Honda Brio in the Philippines, Now Made Sportier with a New RS Variant

April 23, 2019 – Honda Cars Philippines, Inc. (HCPI), Honda’s automobile unit in the Philippines, is pleased to introduce the **All-New 2019 Honda Brio** as Honda’s entry to the A-Segment passenger car category in the Philippines. This is a response to customers who aspire to own and experience Honda’s signature sporty and practical characteristics in an affordable package.

DEVELOPMENT CONCEPT

Now on its 2nd generation, The All-New Brio was developed based on the grand concept “**Proud Over Class**”. The grand concept stemmed from the intention to improve aspects of the vehicle that its users need. With this, the All-New Brio was developed to be one-class above its segment with significant improvements specifically with its dimensions.

PACKAGING

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Given its compact exterior dimensions, the All-New Brio now gets an additional **60mm of extended wheelbase** and **90mm of extended cargo area** as compared to its predecessor. This allows the All-New Brio to have a larger interior space that can accommodate a bigger rear seat for a spacious rear passenger cabin and bigger trunk space that can easily accommodate large items while maintaining a compact body size for easier maneuverability.

The All-New Brio boasts a very spacious interior feel. Given the extended wheelbase, the rear passenger legroom now provides a more comfortable rear cabin space with added legroom compared to its predecessor. As for the cargo space, the All-New Brio also manages to feature a well accommodating **258 Liters of cargo space with the rear seats up** thanks to its additional extended cargo area. Given its hatchback body style, cargo capacity can be increased to **710 liters with the rear seats folded down**. This flexible interior space allows the All-New Brio to carry various cargo given its compact body size.

DYNAMIC AND MATURE EXTERIOR

The All-New Brio boasts a dynamic and mature exterior styling aligned with the “**Proud Over Class**” grand concept. This aims to provide a sleek and sporty profile emphasizing low center of gravity and wide stance for Honda’s A-Segment hatchback. The All-New Brio sports a strong sporty front fascia that blends with its character lines featuring a **Honeycomb Front Grille and Multi-Reflector Halogen Headlights with LED Parking Light Guides**, which contributes to a wider look and strong sense of motion with a sporty expression.

At the rear, the All-New Brio now features a new tailgate as compared to the large glass panel found in its predecessor. This allows the All-New Brio to maintain an excellent rear visibility and provide improved body rigidity, which helps improve stiffness of the body structure while providing safety for passengers. In addition, new **Rear Combination Lamps with Rear Reflectors** are also found at the back of the All-New Brio. The large external red lenses of the tail and brake lights expand to the edge of the vehicle,

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emphasizing the Brio's rear wide stance. The All-New Brio sits on **14-inch alloy wheels** for 1.2 V CVT variant offering a sporty feeling with its triple dynamic design complimenting the All-New Brio's sleek and sporty stance.

INTERIOR DESIGN

Interior Design of the All-New Brio revolves around the direction of “**COMFORT, HARMONIZE and HIGH QUALITY**” which is expressed in its space as well as the high quality interior materials that provide a sporty yet comfortable interior feel. A number of technology features has also found its way to Honda's new subcompact Hatchback. For added convenience, the All-New Brio now features **Manual Air Conditioning with Digital Display**. For the in-car entertainment, two different audio head unit options can be found at the center of the All-New Brio: a **7-inch touchscreen audio system** for the 1.2 V CVT, and a **1-Din Audio head unit** for the 1.2 S MT. The two audio systems, despite their difference both provide a more intuitive entertainment functionality as then allow passengers to connect their devices via Bluetooth connectivity for audio streaming or connect their devices via USB port connection, which would allow various multimedia devices to be controlled through the audio systems.

ALL-NEW BRIO RS

With its popularity as a sport compact car in the Southeast Asian Market, The RS variant was developed to express Honda's Sporty Spirit based on the Small RS Concept previewed last 2018. The RS variant aims to enhance the sporty exterior design of the All-New Brio, which represents Honda's vision of a small sporty car. The All-New Brio RS features an aggressive sporty exterior design with its **RS Design Piano Black Front Grille, RS Design 15-inch Alloy Wheels, RS Design Side Sill Garnish and Rear Bumper Garnish, and Tailgate Spoiler**. All of these added features give the All-New Brio a more enhanced sporty exterior look.

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Complementing the enhanced sporty exterior, the interior of the All-New Brio RS also emphasizes Honda's sporty image. Inside, the variant's **RS Design Interior with Orange Accents** is highly emphasized on both dashboard and door trims. Paired with **Black Fabric Seats with Orange Accents**, this gives the driver and passenger a sportier and high-quality appearance. Further enhancing the overall passenger experience, the All-New Brio RS also features a **7-inch touchscreen audio system** with Bluetooth and USB connectivity for audio streaming. However, compared to the other variants, the All-New Brio RS features a **6-speaker** audio set up inclusive of **additional two tweeters** which allows a more enhanced audio experience.

Completing the sporty image of the All-New Brio RS, a **2-Tone Black Top RS variant** featuring the RS exclusive **Phoenix Orange Pearl** color found in other Honda RS models, will be available together with other colors for the 1.2 RS Black Top CVT Variant.

POWERTRAIN

Powering the All-New Brio is a new **1.2 Liter 4-cylinder SOHC i-VTEC engine** that produces a maximum power of **90 ps at 6,000 rpm and 11.2 kg-m of torque at 4,800 rpm**. This is mated to a Continuously Variable Transmission (CVT) developed based on Honda's Earth Dreams Technology. The engine and transmission combined provide a smooth, powerful off-the-line acceleration and efficient fuel economy for Honda's new small hatchback. For those who prefer driving a Manual Transmission, a 5-Speed Manual Transmission option will be available for the 1.2 S MT Variant.

SAFETY

In terms of safety, the All-New Brio boasts a Four Star ASEAN NCAP safety rating as it comes equipped with the essential active and passive vehicle safety features. Honda's G-CON technology enhances impact absorption for the added protection of passengers in an event of a collision. In addition, all variants

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of the All-New Brio will get Dual Front Driver and Front Passenger SRS Airbags and Anti-lock Braking System (ABS) as standard. All of these give the driver and passengers peace of mind while on the road.

The All-New Brio will be available at all 38 Honda dealerships nationwide and will be available in five (5) colors:

- Phoenix Orange (New color; exclusive for 1.2 RS Black Top CVT)**
- Carnival Yellow (New color; 1.2 RS Black Top CVT and 1.2 V CVT only)**
- Rallye Red (1.2 V CVT and 1.2 S MT only)
- Modern Steel Metallic (1.2 RS CVT, 1.2 V CVT and 1.2 S MT)
- Taffeta White

And as a treat to our customers, Honda will be offering the All-New Honda Brio at the following **Special Introductory Suggested Retail Prices until June 2019**:

- 1.2 RS Black Top Navi CVT: Php 732,000**
- 1.2 RS Navi CVT: PHP 727,000**
- 1.2 V CVT: PHP 646,000**
- 1.2 S MT: PHP 585,000**

For more information on the All-New Brio and other Honda products, visit any of the authorized Honda Car dealerships today or you may visit the Honda Cars Philippines, Inc. official website at

www.hondaphil.com.