

Press Release  
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## Honda Vietnam officially launches the new Honda Brio - Proud over class -

Hanoi, June 18, 2019 - Honda Vietnam Co., Ltd. officially launches the new Honda Brio in Vietnam for the very first time.

Prominent with a **dynamic sporty but premium design** and **spacious comfortable harmonious interior, especially strong performance with high stability** creating an interesting but smooth driving feeling, the new Honda Brio is proud to offer customers **the values exceeding expectations for a minicompact car.**

The new Honda Brio is the CBU imported from Indonesia available in 3 grades: **G, RS, and RS 2-tone** with 6 color selections: **Taffeta White, Lunar Silver, Carnival Yellow, Phoenix Orange, Rallye Red and Coffee Cherry Red.** The model is officially sold in Vietnam from today, **June 18, 2019** through Honda Automobile Authorized Dealers nationwide and has the suggested retail prices as follows:

(VND)

Grade	Taffeta White	Lunar Silver	Carnival Yellow	Phoenix Orange	Rallye Red	Coffee Cherry Red
G	418,000,000	418,000,000			418,000,000	
RS	448,000,000	448,000,000	448,000,000	450,000,000		450,000,000
RS 2-tone	452,000,000	452,000,000	452,000,000	454,000,000		454,000,000

### I. OVERVIEW OF MODEL

At 2010 Bangkok International Motor Show, Honda officially unveiled a small concept car that was developed for the popular customer segment in emerging markets such as Thailand and India. This concept was later developed into the popular Honda Brio in many different markets, especially Asian countries: Thailand, India, Indonesia, and Philippines. Proud to be the leading model in minicompact segment, Honda Brio - the 1<sup>st</sup> generation and upgraded editions have received several trust and positive feedbacks of many customers. Moreover, the model also continuously won **many prestigious awards in other markets such as:** Best Engine Performance Mini in 2017 and 2018 (by Sunshine Television), Favorite City Car (by Autocar 2017). In 2018, Honda R&D Asia Pacific Co., Ltd. )HRAP( developed Honda Brio - the 2<sup>nd</sup> generation with the target of **elevating all aspects of the 1<sup>st</sup> generation model.** With the comprehensive and breakthrough changes compared to the previous generation, Honda Brio - the 2<sup>nd</sup> generation will definitely be the best choice for **first-time car buyers.**

Surrounding the development orientation of "**Proud over class**", Honda Brio - the 2<sup>nd</sup> generation is the product of a comprehensive revolution of design as well as features and utilities in order to establish the position of **a top-class premium model in the segment.** By extending the wheelbase as well as

maximizing the usable area of the car, Honda Brio provides a **spacious, comfortable space** for both driver and passengers, **roomy trunk space** while maintaining a compact body to easily move in congested traffic conditions in urban areas. The design change brings Honda Brio a new look that is stronger and more athletic than ever. In addition, the performance of Honda Brio - the 2<sup>nd</sup> generation has also been improved, offering customers an **exciting and sporty driving experience** over a minicompact car with a **powerful engine** leading the segment.

In particular, RS versions of Honda Brio expresses Honda's sporty and challenging spirit, always towards the dynamic and open-minded in creativity but still pursuing the pinnacle of perfection and sophistication. Inheriting the sporty spirit in Honda, Honda Brio RS and RS 2-tone are even more sporty, featuring an **aggressive, sporty design** with a gloss black front grille, large wheels, and aero parts. The black interior with orange accents expresses a **sporty, sophisticated, and active** feeling. Moreover, the **Display Audio System supporting connectivity with smartphones** will delights customers.

## **II. OUTSTANDINGS VALUES OF THE NEW Honda BRIO**

Inspired by the concept of the model leading in the segment, the new Honda Brio is developed based on the fundamental values: "**Sporty and premium exterior - Comfortable and harmonious interior - Superior and smooth performance - Optimal safety**"

### **1. SPORTY AND PREMIUM EXTERIOR**

The new Honda Brio owns a sporty, dynamic design but still impresses on a top-class premium product.

The appearance of Honda Brio is highlighted with an aggressive strong sporty nose and the character lines starting from the front grill to the headlights, enhancing the premium expression. **The character lines flowing from front to rear** emphasize the side view and the front view with more strength and dynamism. **The sleek sporty profile** with a solid rear and solid body not only offers sense of stability when driving but also enhances the aesthetics and modern premium look for Honda Brio.

All grades of Honda Brio - the 2<sup>nd</sup> generation are equipped with **LED Position Light Guides** with a premium lighting design, providing a quality light source and a sense of luxury. In addition, LED Position Light Guides also reduce fuel consumption and heat, and expand the usage compared to the previous model. The taillights and brake lights are separate for greater visibility during the night. The sporty spoiler with a LED high-mount stop lamp offers a premium design, clear visibility, and better aerodynamic performance by optimizing body upper surface airflow.

The **14-inch aluminum alloy wheels** (G) with a triple dynamic design and the three bigger unit spokes offer a sporty feeling and highlight the solid look. The **15-inch aluminum alloy wheels** (RS, RS 2-tone) express a premium feeling with a piano black and machine-finished combination. The strong and angular alloy wheels makes the model become more attractive when moving, creating a breakthrough features in the minicompact segment that is into minimalism.

Honda Brio - the 2<sup>nd</sup> generation inspires customers from the first glimpse of dynamism and premium from a variety of exterior colors with **2 tones: lively and premium** and **6 color selections:** Taffeta White, Lunar Silver Metallic, Rallye Red (G), Phoenix Orange Pearl (RS, RS 2-tone), Carnival Yellow (RS, RS 2-tone) and Coffee Cherry Red (RS, RS 2-tone). In which, **Phoenix Orange Pearl with black top roof** is a theme color for the RS 2-tone grade, presenting an energetic and sporty look for young-at-heart customers who are passionate about sports. Moreover, other exclusive details for RS grades such as: a black roof top, side sill garnish, gloss black front grille, tailgate spoiler, sporty rear diffuser spoiler, and 15-inch alloy wheels express Honda's **sporty DNA**.

### **2. COMFORTABLE AND HARMONIOUS INTERIOR**

Discovering the interior of the new Honda Brio, customers will have great experience with spacious and comfortable space with the top-class harmonious design.

Silver decoration (G) with a black interior provides a high quality, premium feeling and offers greater visibility. The RS and RS 2-tone grades are specially decorated with delicate orange accents and the RS

logo on the Driver Information Interface and creative geometric patterns on tableau to enhance the strength, sportiness, and high-end for interior space.

Developed towards the goal of maximizing customer satisfaction, Honda Brio - the 2<sup>nd</sup> generation offers a more comfortable space than the first generation. By **extending the wheelbase by 60mm**, the space for rear passengers is surprisingly large, **increasing by 42mm for legroom and 60mm for the knee clearance**. The trunk door lowered by 60mm to **increase the width of 90mm and increase the overall capacity to 258 liters**, providing a large storage space, satisfying the diverse needs and lifestyles of customers.

In Vietnam, Honda Brio is equipped with a Display Audio System supporting multimedia connectivity and smartphones. With this equipment, passengers can freely enjoy private moments while actively connecting with the outside world.

### 3. SUPERIOR AND SMOOTH PERFORMANCE

The new Honda Brio will certainly surprise customers of a minicompact car with superior and exciting but smooth performance.

The heart of Honda Brio is the 1.2-liter i-VTEC 4-cylinder engine features single-valve idling with high-expansion ratio valve timing, which generates the maximum power of 66Kw (89Hp) at 6,000rpm and maximum torque of 110Nm at 4,800rp, offering strong and durable performance and top-class fuel consumption. By making cam chain slender, enhancing chain tensioner and auxiliary belt auto-tensioner, honing plateau, **engine friction significantly reduces**. Besides, by integrating the exhaust manifold with the cylinder heads, and placed the catalytic converter directly beneath the exhaust manifold to enhance combustion chamber cooling and, combustion chamber knock-resistance, along with a high-tumbler flow intake port, **emission is reduced, thereby improving fuel efficiency**.

Featuring **Honda's original i-VTEC technology**, Honda Brio's engine has two intake and two exhaust valves per cylinder. In the low rpm range, the engine idles one intake valve per cylinder, effecting rapid combustion of the air-fuel mixture for enhanced fuel economy. In the mid to high rpm range, valve idling ceases for smooth, satisfying acceleration.

Combination of 1.2-liter i-VTEC engine and **the CVT** offers smooth and powerful off-the-line acceleration. Besides, Honda Brio is equipped with "**G-Design Shift**" which carries out cooperative control of the CVT, throttle, and hydraulic control system, allowing **smooth shift control**, offering the driver **direct response and sporty driving feeling**.

The new Honda Brio uses a **rigid box structure** in the main components of the frame. Using the most suitable shape and optimized thickness for each application helps make the body even more lightweight and rigid. Using high-rigidity right and left damper structures, high-rigidity right and left arm attachment points, high-rigidity rear compliance parts, and high-rigidity tailgate parts enhances the stiffness of the body structure. Besides, extending the wheelbase and trunk space improves body rigidity and **enhances stable performance**, bringing the driver confident and certain feeling. Moreover, the body parts also demonstrate superior sound insulation, **reducing the noise** from the road surface to the inside cabin, giving passengers a quiet, relaxed space.

### 4. OPTIMAL SAFETY

The new Honda Brio aims to create the safest vehicle, comprehensively enhancing the protection of the driver, pedestrians and surrounding vehicles. The model is equipped with both active and passive safety technologies of Honda.

**G-CON technology** was developed to protect the passengers in car by controlling gravity, so that when a collision occurs, the body and chassis will absorb the impact force. The car bodies achieved demanding testing at Honda's Real World Crash Test facility, withstanding **a fixed barrier full frontal collision at 55 km/h** and a frontal offset collision at **64 km/h**.

Moreover, Honda Brio is proud to receive a 4-star ASEAN NCAP certificate for safety features and side collision safety. Accordingly, the model is equipped with **driver's i-SRS airbag system, passenger's seat SRS airbag system, driver's seat belt reminder, ABS and pretensioner ELR seat belt**. The model achieved the **50 km/h rear moving barrier crash test** while the occupant space and fuel tank were protected. For a crash test at a speed of 4 km/h, there is no damage to functionality of Honda Brio.

With outstanding and superior values, the new Honda Brio promises to be the great partner of customers to discover new joys and experiences on every journey.

*For detailed information, interested customers can contact Honda Automobile Dealers nationwide or Customer Relation Department of Honda Vietnam through hotline: 1800 8001 (Time: From 07:30 am to 06:00 pm every day except holidays).*