



Press Information

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HONDA'S LOCALLY PRODUCED HYBRID MODELS REACH MILESTONE OF 10,000 UNITS SOLD

Kuantan, 10 July 2019 – Honda Malaysia (or the Company) announced that its Completely Knock-Down (CKD) Hybrid models have reached a significant milestone of 10,000 units sold in Malaysia. In conjunction with the celebration of 10,000 Honda CKD Hybrid on Malaysian roads, Honda Malaysia delivered the 10,000th unit which is a City Hybrid to the proud owner, Mr. Saddam Hassan Bin Abdul Salim at Macinda Auto Sdn. Bhd.

Back in 2004, Honda Malaysia became the pioneer in introducing Malaysians to Hybrid technology, officially bringing in the country's first Hybrid model - a Civic Hybrid. In line with the Government's agenda of promoting green technology and the positive market acceptance of advanced Japanese Hybrid technology, Honda Malaysia then rolled out the very first CKD Jazz Hybrid at the Pegoh Plant in Alor Gajah in 2012, breaking the record as the first Non-National manufacturer to produce Hybrid vehicles locally. This achievement also included being the third country after Japan and the United States to manufacture a Honda Hybrid vehicle.

From the 10,000 units of Honda CKD Hybrid vehicles sold, the Jazz Hybrid achieved highest sales at over 6,000 units followed by City Hybrid with more than 3,400 units sold. Next is the latest model in the Hybrid line-up, HR-V Hybrid which sold over 670 units as of June 2019.

Honda Malaysia President and Chief Operating Officer, Mr. Sarly Adle Sarkum said, “This year marks the 15th year since Honda introduced Hybrid technology in Malaysia. Starting with the Integrated Motor Assist (IMA) technology to the intelligent Dual-Clutch Drive (i-DCD), Honda continues to focus on introducing Next Generation Advanced Technology innovations to the Malaysian market. I am delighted to witness the positive acceptance of Malaysians towards Honda Hybrid vehicles. Our lineup of Hybrid models cater to the different needs and lifestyle of our customers. We are honoured to have reached this 10,000 units of Honda CKD Hybrid sales which is a significant achievement as we have not only offered advanced Japanese technology but also the fun-to-drive element while maintaining its affordability.”

In 2017 (City Hybrid and Jazz Hybrid) and 2019 (HR-V Hybrid), Honda Malaysia continues to lead as the only country outside of Japan to introduce the Sport Hybrid i-DCD system. The City Hybrid and Jazz Hybrid are both powered by 1.5L DOHC i-VTEC engine that combines 7-Speed Dual Clutch Transmission (DCT) with Integrated High Power Motor. When the HR-V Hybrid was introduced early this year, it was the first Hybrid in the Compact Sports Utility Vehicle (SUV) segment in Malaysia. The HR-V Hybrid powered by 1.5L DOHC i-VTEC engine with Direct Injection enhances the vehicle's performance with excellent fuel efficiency.

Mr. Jonathan Kok Keng Fai, Managing Director of Macinda Auto Sdn. Bhd. said, “The City Hybrid has received much attention and positive feedback from visitors to our showroom for its green technology and value for money features. We are thrilled to be part of this meaningful celebration in presenting the 10,000th Honda CKD Hybrid to Mr. Saddam Hassan. This event is encouraging as we continuously strive to uphold

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outstanding customer service in accordance with Honda's standards. As such, we will do our best to provide excellent after sales experience to Mr. Saddam Hassan and all our customers in order to achieve customer satisfaction."

"This is such a pleasant surprise for me and it is an honour to be the 10,000th Honda CKD Hybrid owner in Malaysia. I was super excited during my first test drive session. I remember telling myself that this is definitely the perfect car for my family. The City Hybrid is practical and spacious, especially when traveling with my family. I was absolutely impressed with the Hybrid performance, fuel efficiency, as well as excellent safety features. Overall, I am very happy with my new car and the professional services provided by the dealer," expressed Mr. Saddam Hassan.

Being the 10,000th Malaysian to drive home the new City Hybrid, Mr. Saddam Hassan was gifted with a complete "**Protection Package**" by Honda Malaysia. The '**Protection Package**' includes Ultra Body Coating, Ultra Window Coating, and Wheel Lock Nut. Besides that, Mr. Saddam Hassan will also be receiving a complimentary Modulo package as a token of appreciation from Honda Malaysia.

Honda CKD Hybrid models are available for viewing and test drive at any of Honda's 98 authorized dealers nationwide. Customers can call Honda's Toll Free number at 1-800-88-2020 or log on to www.honda.com.my for more information.

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