

10TH GENERATION ALL NEW HONDA ACCORD LAUNCHED IN INDONESIA WITH BOLDER, MORE LUXURIOUS DESIGN AND ADVANCED TECHNOLOGY

Tangerang, 18 July 2019 – Honda Prospect Motor (HPM) launches the All New Honda Accord at Indonesia at 2019 Gaikindo Indonesia International Auto Show (GIIAS), held in ICE-BSD Tangerang. The 10th generation Honda Accord features bolder, more luxurious design and equipped with a new powerful 1.5-liter VTEC TURBO engine and the advanced Honda SENSING safety technology.

The Accord is the second longest-running automotive nameplate in Honda's history, The first generation was introduced in Japan in 1976, with every launched generation always offered breakthrough technology for its time. Since its launch, Honda Accord has recorded around 22.6 million units of sales in 150 countries around the world (as of April 2019). In Indonesia, Honda Accord is the longest and highest sales sedan in its class to date, accumulating in 80.628 units of sales from 1978 until now.

The latest generation of Honda Accord has been greatly accepted by customers around the world and received many prestigious awards in various countries, including 2018 North American Car of the Year, 2018 Car of the Year from Detroit Free Press and 2019 Best Car of the Year and Best Sedan from AutoWeb.

The 10th generation Accord is built on a new platform with a lower, wider stance, a lighter and more rigid unibody structure. A lighter and more sophisticated chassis and various advanced new power units.

For the exterior, The All New Honda Accord comes with a totally new design, lower roofline and a dramatically longer, lower hood to achieve improved dynamics. The front-end design is characteristically Honda, with the chrome wing grille and streamlined wing-shaped headlights, and aggressive air inlets presenting a strong image. The 18 inch alloy wheels with stylish design further enhance a premium sedan appearance.

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To realize a sleek outlook, Honda adopted laser brazing for joining the roof and the side panel, creates a clean exterior appearance with no need for a garnish over the rain channels.

All New Accord incorporates a wide range of light-emitting diode (LED) exterior lighting features, including standard LED daytime running lights (DRL), an array of six LED low-beam headlights, LED one-touch turn signals, and LED taillights, brake lights, license-plate light and center high-mounted stop light.

All New Honda Accord is now powered by a 1.5L VTEC TURBO Engine with Earth Dreams Technology that increases its performance to 190 PS and a maximum torque of 260 Nm at 1,600 - 5,000 rpm. To enhance its fun to drive experience, option of Sport Mode is available for more aggressive driving settings, supported by Paddle Shift for greater control over transmission operation. At the same time, ECON Mode is also available for more fuel efficient and eco friendly drive setting.

To provide high standard protection for driver and passengers, All New Honda Accord is equipped with Honda SENSING, advanced safety technology which support the driver in avoiding or mitigating the severity of a collision. Honda SENSING system includes the Collision Mitigation Brake System (CMBS) integrated with Forward Collision Warning (FCW), Road Departure Mitigation System (RDM) integrated with Lane Departure Warning (LDW), Lane Keeping Assist System (LKAS), Adaptive Cruise Control (ACC) integrated with Low Speed Follow (LSF), and Auto-High Beam.

The system works with a monocular camera and wave millimeter radar to continuously monitor and assess various condition in front of the vehicle. When necessary, the system will work simultaneously and cooperatively with other features such as VSA, EPS, and Brake Assist send visible and audible alerts, or provide corrective actions to aid driver mitigate collision.

In addition, the All New Honda Accord also uses the ACE body-structure to enhance protection and crash compatibility in frontal collisions, and has 6 airbags for

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comprehensive protection. Other safety features include ABS + EBD + BA braking system, Auto Brake Hold, Hill Start Assist, Motion Adaptive EPS + VSA features, Multi-Angle Rear View Camera, Auto High Beam, Honda LaneWatch, and the new Driver Attention Monitor that can help determine if the driver is becoming inattentive and alert driver to take a break.

The All New Honda Accord was also designed to provide more comfortable, spacious and advanced cabin for the convenience of driver and all passengers. Beige tone interiors combined with leather seats creates luxurious and open feeling. The main instrumentation is an upscale easy-to-read display that includes a new ultra-slim 7-inch Thin Film Transistor (TFT) driver's meter that can present a wide range of useful information, combined with new advanced 8-inch touchscreen A/V system.

The driver's seat features power-operated adjustments and memory seat, along with four-way adjustable lumbar support, and a front passenger seat with 4-way power adjustability. The spacious second-row seating more comfortable with a substantial 48 mm increase in legroom compared to the previous generation. In addition, the second row is equipped with two USB Charger ports and a larger sunshade. To cater various activities, the All New Honda Accord can be equipped with a larger capacity up to 573 liters.

To produce more quiet cabin, more insulation was applied throughout the body, including the new Wheel Resonator which lower the noise from the tires and underbody while driving. Moreover, Active Noise Cancellation (ANC) system is also applied to counter the noise inside the cabin.

To enhance convenience, All New Accord implement many advanced features including Remote Engine Start, Push Start Button, Walk Away Auto Lock, Electric Parking Brake, Auto Dimming Rear View Mirror, Rain Sensing Windshield Wiper and many more.

Takehiro Watanabe, President Director of Honda Prospect Motor explained, "The Honda Accord is one of the legends of automotive history that have had a luxury, prestige and



high innovation from generation to generation. The success inscribed in the previous nine generations is a reference for Honda to design the tenth generation, again offering a breakthrough in terms of design, technology and performance with world-class safety features."

Jonfis Fandy as Marketing & After Sales Service Director of Honda Prospect Motor said, "The All New Honda Accord is a premium sedan with complete and sophisticated safety features. This car is designed for customers who have a modern lifestyle, leaders who like challenges and always keep up with the latest technology developments. With a variety of novelty and Honda SENSING technology, we believe the All New Honda Accord will be well-received by customers in Indonesia."

The All New Honda Accord is available in four color options, including White Pearl Platinum, Crystal Black Pearl, Modern Steel Metallic and Lunar Silver Metallic. The All New Honda Accord is sold at Rp 698.000.000 (on the road Jakarta).

As with other Honda products, the All New Honda Accord comes with complete after-sales facilities, including Free Periodic Maintenance Fee up to 50,000 km or 4 years and exclusive 24-hour Honda Experience Service to provide aid for customers who encounter emergency situation on the road. For even more elegant look, the All New Honda Accord comes with a variety of Modulo accessories, including Door Visors, Trunk Tray, Step Illumi and Child Seat.

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