



Press Information

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For immediate release

MALAYSIA'S NO.1* B-SEGMENT MODEL, HONDA CITY

COMES WITH SPECIAL EDITION AT RM75,955**

The City Special Edition now available with Digital Video Recorder (DVR) and Built-in Toll Reader

Petaling Jaya, 29 August 2019 – Honda Malaysia (or the Company) today introduced a Special Edition for its best-selling model, the City in the market. The City Special Edition*** offers two colour options - White Orchid Pearl and Passion Red Pearl.

The City Special Edition is now available with additional value-added features to offer more convenience to the customers such as the Digital Video Recorder (DVR), Built-in Toll Reader, Door Visors and Trunk Organiser. The DVR offers peace of mind for drivers with a security function feature which records real-time on-the-road journeys, including rear view recording for all-round footage. Meanwhile, the Built-in Toll Reader offers convenience for frequent toll users when going through tolls. The Built-in Toll Reader is ready for use once a Touch & Go card is slotted in. This feature connects directly to the car's power source, requiring no additional battery and removing all hassles of having to change batteries.

The City Special Edition also comes with aerodynamically-designed Door Visors which essentially act as rain guards where drivers or passengers in the car can roll the windows slightly down for fresh air when it rains. The Trunk Organiser ensures every item is in place for ease and convenience during daily commute. These practical features are expected to enhance the City Special Edition's value as a competitively-priced package in the B-segment.

Commenting on the City Special Edition, Mr. Toichi Ishiyama, Honda Malaysia Managing Director and Chief Executive Officer said, "For many years now, the City has been the best-selling B-segment model in Malaysia. As a way to give more value to Malaysians who have been very supportive towards Honda Malaysia, we have decided to introduce a Special Edition to the City with an attractive price of RM75,955** in conjunction with our **Road to 900,000th Unit Milestone Campaign**. I hope everyone can grab the opportunity and visit any of our 98 Honda dealerships nationwide to view, test drive and book the City Special Edition today!".

The City has been the biggest sales contributor for Honda Malaysia, contributing 34% to the total sales for the Company while maintaining its No.1* position in its segment from January to July 2019****. In all the regions in Malaysia, the City has always been the most sought-after model, with the City contributing 50% in Central region, followed by Southern region at 20% and Northern region at 19% to the overall sales between January to July 2019.

Powered by Honda's 1.5L i-VTEC engine combined with Continuous Variable Transmission (CVT) which was developed under Honda's Earth Dreams Technology, the City Special Edition provides an ideal balance of driving performance and fuel efficiency.

The City's interior design is developed under Honda's 'Man Maximum, Machine Minimum' concept, designed to prioritize comfort and space for both driver and passengers. The City's spaciousness is one of its most reputable features, offering a "D-segment space at a B-segment size". Its trunk space remains the biggest in its class at 536L, making the City Special Edition the perfect sedan that is extremely convenient for road trips for everyone be it working adults, couples or young families, with ample room for suitcases and strollers.

Honda is committed to continuously introduce technologies that contribute to the safety of their customers and everyone on the road. The City Special Edition continues to set the benchmark for safety in the B-segment with features such as Anti-lock Braking System (ABS), Brake Assist (BA), Vehicle Stability Assist (VSA), Hill Start Assist (HSA), Emergency Stop Signal (ESS) and Electronic Brake Distribution (EBD).

The City Special Edition is priced at RM75,955** for Passion Red Pearl and RM76,075** for White Orchid Pearl. For more information or to book or to test drive the City Special Edition, customers are invited to visit any of the 98 Honda dealerships nationwide or call Honda's Toll Free number at 1-800-88-2020 or log onto www.honda.com.my.

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** Non-National Brand*

*** On-The-Road Price excludes insurance (Peninsular Malaysia)*

**** Only available in E Variant*

***** Based on internal data*