



Honda's 1.5L i-DTEC Diesel Engine Powers 100,000 Cars on Indian Roads

Clocks over 900 million kms cumulatively

New Delhi, August 21, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced that it has sold more than 100,000 cars powered by its revolutionary 1.5L i-DTEC diesel engine in the country. The diesel variants of the Honda Amaze, Honda City and Honda Mobilio have clocked over 900 million kms cumulatively as per service data.

First introduced in India in April 2013 with Honda Amaze, the advanced 1.5L i-DTEC diesel engine was sequentially introduced in 4th Generation Honda City in January 2014 and mid-size stylish MPV Honda Mobilio in July 2014.

Equipped with 1.5L i-DTEC diesel engine, Honda City is the most fuel efficient car in the country with industry best fuel efficiency of 26 kmpl as per test data. The certified fuel efficiency for Honda Amaze and Honda Mobilio is best in their segments at 25.8km/l and 24.5km/l respectively.

Announcing the new milestone, **Mr. Jnaneswar Sen, Senior Vice President, Marketing & Sales, Honda Cars India Ltd** said, "The 1.5L i-DTEC diesel engine was Honda's first step into the diesel market and we have come out with exceptional results. The i-DTEC diesel engine revolutionized the diesel engine technology by offering outstanding fuel efficiency & amazing power delivery. It has been well accepted in the country and is attracting new customers to the Honda brand everyday. The 100,000 sales of i-DTEC powered cars is a major milestone for us and we are really proud of this achievement."

The 1.5L i-DTEC diesel engine has been developed exclusively for India considering Indian driving conditions and is based on the Honda's latest 'Earth Dreams Technology'. With an all aluminum cylinder head joined to an open deck engine block, it is the lightest engine among the engines with similar torque configuration. The use of lightweight crankshaft and a number of friction-reduction technologies helped to reduce friction in the diesel engine to petrol engine levels and achieve greater cooling efficiency, enabling dramatic fuel efficiency improvements.

About Honda Cars India Ltd

Honda Cars India Ltd., (HCIL) leading manufacturer of passenger cars in India was established in December 1995 with a commitment to provide Honda's latest passenger car models and technologies,



to the Indian customers. HCIL has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Distt. Alwar, Rajasthan.

The company's product range includes Honda Brio, Honda Amaze, Honda Mobilio, Honda City and Honda CR-V. Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 180 facilities in 115 cities spread across the country.

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