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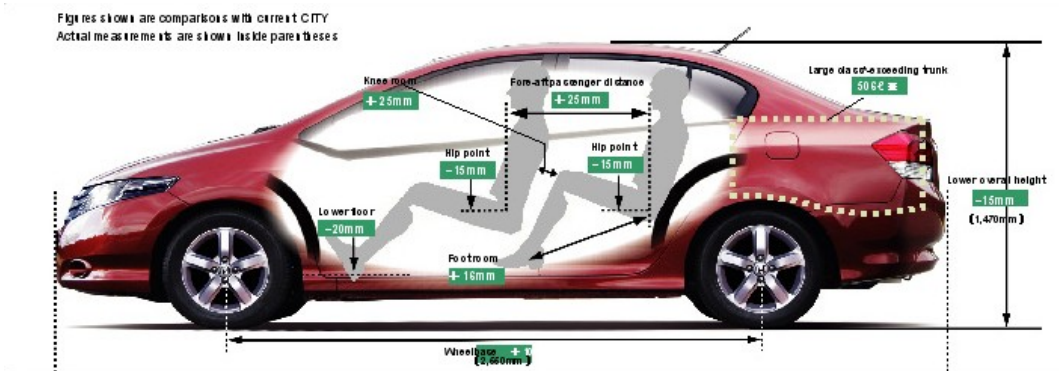
New Honda City Launched



Honda Siel Cars India, leading manufacturer of premium cars in India, today launched its all-new third generation Honda City with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features.

The all new Honda City - which has been designed for the Indian market - was unveiled by Takeo Fukui, president and CEO, Honda Motor Company, Japan.

The all-new City's unique 'Arrow Shot Form' design gives it a powerful and imposing presence. Seen from the front, the streamlined grill and sharp headlights deliver a distinctive road presence. With the City's shortened rear end, the aerodynamic looking rear combination lights enhance its sporty looking tail design. The new City offers 15 inch wheel base and the design contribute to making the Arrow-shot form even more impressive.



The new Honda City is longer, wider and sturdier. It measures 4420 mm in length (5 mm longer than its predecessor if license plate is excluded) and 1695 mm in width (5 mm wider). While maintaining the same ground clearance and same head clearance, the height has been lowered by 15 mm to 1480 mm, delivering a sleeker and sturdier body shape which gives the City a refined driving position. With its wheelbase extended by an additional 100 mm, efficient use of space has been made for both driver and occupants to create a spacious cabin interior. The all-new City has a practical and spacious trunk offering a one class above capacity of 506 liters.



The interiors of the car look very attractive with the advanced looking meter design and soothing colour contrasts of the new City promises its consumers with a stylish, spacious and comfortable lounge.

The City comes equipped with a 1.5L, 4 cylinder new generation i-VTEC engine that delivers class leading power of 118PS while providing good fuel economy similar to the City ZX. In line with the Honda's policy of reducing impact on the environment the engine is E10-compliant and has Euro IV emission levels.

The higher body rigidity with improved MacPherson strut in front and H Type torso beam suspension in the rear offers solid road handling and supple ride feeling.

According to the company, the 3rd generation Honda City will be the only car in its segment to be equipped with 5 speed automatic transmission with a 'paddle shift' option to allow the driver to enjoy a manual transmission-like driving feel.

The new Honda City also comes fully loaded with various active and passive safety features including ABS (Anti-Lock Braking System) with Brake Assist (BA), Dual SRS airbags, pre-tensioner seat belts and G-CON (G-Force Control Technology) body with a crush-proof survival zone. The front body structure of the new Honda City ensures advanced pedestrian safety features.

The all new City features an Advanced Integrated Audio System - which is the world's first car audio exclusive to digital media. This advanced Audio system offers consumers the liberty to integrate with any of the newer technologies like iPod, MP3player, USB Memory, cell phone with MP3 Player. The system promises a high quality sound with advanced functionalities. The audio system comes with steering mounted controls & separate remote control.

The all new Honda City has two grades 1.5E (MT) and 1.5S (MT and AT) and is available in six colours - Habenero Red Pearl, Alabaster Silver Metallic, Polished Metal Metallic, Bold Beige Metallic, Tafetta White and Crystal Black Pearl. The 1.5E MT comes with Grayish Beige interior colour while 1.5S (MT & AT) has Beige interiors.

The new Honda City, priced between Rs 7.7 lakh and Rs 8.9 lakh (ex-showroom Delhi), comes with a 2+2 year warranty and 24 hour roadside assistance as standard value for all City buyers.

Bookings for the all new City will start immediately at all Honda dealers nationwide, however deliveries will begin from November 2008, the company said.

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