

## Press Release

2018-05-10

*Complete with 'Absolute Confidence' in its design, power, and cutting-edge technology*

*- The world's best, Accord is coming!*

### **Honda Korea officially launches 'Accord' in Korea, the world's most perfect sedan**

- **Infused with best-in-class fuel economy, absolute powertrain, and cutting-edge technologies, Sedan Accord is launched.**
- **Introducing the best line-up to date, combined with a new powerful turbo engine and the upgraded Hybrid.**

Honda Korea ([www.hondakorea.co.kr](http://www.hondakorea.co.kr), CEO Chung Woo-young) hosted an official launch event for Accord, featuring the best design, driving performance, and cutting-edge technology, at the Grand Hyatt Hotel in Seoul, on May 10.

Having received much love across the world for the last 40 years as the best-selling sedan, for its 10<sup>th</sup> generation model, Honda has revamped the Accord in all aspects, introducing the best Accord model yet. Featuring dynamic design, high performance and high efficiency powertrain to be introduced for the first time by Accord, and Honda's proprietary cutting-edge technologies, the Accord deserves to be acclaimed as the most perfect sedan, with 'Absolute Confidence' in all aspects.

In particular, the Accord 2.0 Turbo Sport realizes powerful driving performance that excels in its class through a powerful VTEC turbo engine and Honda's proprietary first-in-class 10-speed automatic transmission, boasting features such as the best-in-class 19-inch alloy wheel, and cutting-edge driving specifications, including the newly upgraded Honda Sensing that really expresses 'the joy of driving'.

#### ► **Even more powerful and dynamic styling, complete with dynamic design**

Based on a design featuring a low center of gravity, the Accord has a lower height and extended width and wheelbase for a more dynamic look and a more noticeable body. In addition, a bold hood has been added along with a fastback design and new laser welding technology, to boast a new sleek and energetic style.

#### **Request for source**

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As for the interior, the design features wide and slim lines to create a feeling of openness and freshness, while luxurious materials used for most of the interior create a modern and high-class look. In addition, Honda's next-generational interior concept, HMI<sup>1</sup> (Human Machine Interface), has been added as well as state-of-art driving features including a heads-up display and button-type gearshift, maximizing usability and convenience for drivers.

► **Powerful powertrain line-up, first to be introduced in Accord – High performance, high efficiency, and even more environmentally friendly!**

The 2.0L Turbo Sport Model comes with a 2.0L direct spray VTEC turbo engine and Honda's proprietary 10-speed automatic transmission for outstanding driving performance, with a maximum output of 256ps, and maximum torque of 37.7kg.m. The 1.5L Turbo Model features a perfect combination of 1.5L direct spray VTEC turbo engine and continuously variable automatic transmission to realize powerful driving performance with a maximum output of 194ps, and maximum torque of 26.5km.g, while maintaining the best fuel efficiency in class (compound fuel efficiency 13.9km/ℓ).

The Accord Hybrid has been upgraded in its eco-friendliness with the 3<sup>rd</sup> generation i-MMD<sup>2</sup> (intelligent Multi Mode Drive). It has set new standards in the world of the hybrid sedan by achieving the best-in-class city area fuel efficiency of 19.2km/ℓ (compound 18.9km/ℓ, high speed 18.7km/ℓ) and system output of 215 (ps), while maintaining the best-in-class carbon dioxide emission level of 82g/km.

Not only that, user-friendliness has also been increased by securing the largest loading space in class by relocating the hybrid battery from the trunk to the lower part of the second row seats.

The Accord 1.5 Turbo and 2.0 Turbo Sport are certified as third-class low-emission cars, and are entitled to benefits such as parking discounts, and the Accord Hybrid is certified as a second-class low-emission car, entitled to various subsidies and tax privileges from the government and related organizations.

<sup>1</sup> **HMI(Human Machine Interface):** Honda's next generational interior concept that helps driver perceive various information needed for driving in an intuitive and accurate way through a simple and easy-to-observe graphic design

<sup>2</sup> **i-MMD(intelligent Multi Mode Drive):** Honda's advanced technology that realizes best fuel efficiency and driving comfort by optimizing the use of 2 motors while minimizing the use of engine

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### ▶ A wide range of choices in the full line-up, featuring the 1.5 Turbo, 2.0 Turbo Sport, and Hybrid EX-L / Touring

The Accord has widened the choice of drivers with three types of powertrains and four different models. For the Accord 2.0 Turbo Sport and Accord Hybrid Touring, a range of premium features, including Honda Sensing, Rain Watch, Heads-up Display, Button-type Gearshift are additionally included. Also, an Adaptive Damper System that adjusts damping force according to different driving and road conditions provides a different level of ride quality.

The world's best-selling sedan boasting 'Absolute Confidence' in all aspects, the Accord is available in white, silver, metal, and black for all of its models. The 2.0 Turbo Sport will be also available in red, while blue, champagne, coffee metal colors will be additionally available for the Hybrid and 1.5 Turbo models.

"The world's best-selling sedan, a pride of Honda, Accord, is once again receiving the world's attention with uncompromising innovation in all aspects of design, performance, and technology. I hope the 10<sup>th</sup> generation of Accord that boasts 'Absolute Confidence' with the most powerful features and specifications in the entire Accord line-up can deliver 'the joy of driving' to all consumers," said Chung Woo-young, CEO of Honda Korea.

For details of the Accord, please contact your nearest official Honda dealer.

Meanwhile, the Honda Accord has earned its name as the world's best-selling sedan, with more than 20 million units sold across 160 countries since its first launch in 1976. It has steadily received love by Korean consumers as well, selling approximately 40 thousand units since its first introduction in 2004. The 10<sup>th</sup> generation Accord was nominated as a '2018 Automobile of the Year in North America' last January at the Detroit Motor Show, proving its absolute product power to the world.

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