

Honda introduces the New Honda HR-V
Sport spirit, premium quality, new advanced safety technologies
enhanced to strengthen leadership in the compact SUV segment

- *Introduces the new RS variant with the new Passion Red (Pearl) colour*
- *City Brake Active System added for enhanced safety*
- *Available in Honda showrooms nationwide from 8 July 2018*

Bangkok, 18 June 2018 – Honda Automobile (Thailand) Ltd. unveiled the new Honda HR-V, a premium sport crossover that comes with sportier interior and exterior designs, and a new variant - RS in new Passion Red (Pearl) colour, and a range of enhanced comfort features and advanced safety technologies namely Honda LaneWatch and City Brake Active System. Meet the new Honda HR-V at Honda showrooms nationwide from 8 July 2018 but booking starts immediately.

Mr. Pitak Pruttisarikorn, Chief Operating Officer of Honda Automobile (Thailand) Co., Ltd., said, “The **Honda HR-V** was introduced in Thailand in 2014 with an aim to meet the growing demands in the compact SUV segment. It quickly became a popular vehicle among Thai customers because of its sport spirit and premium functions and spacious cabin, which are perfectly aligned with our customers’ various needs and the new generation lifestyle. The Honda HR-V had the highest sales volume in the SUV segment for three consecutive years, with cumulative sales of over 66,000 units. In order to enhance its sport spirit and premium quality, Honda introduces the new Honda HR-V with sportier designs, more comfort features and a wide range of advanced safety technologies. We have set sales target at 18,000 units within one year after the launch.”

The **new Honda HR-V** boasts sporty and sophisticated interior and exterior thanks to a newly-designed front and rear bumpers, front grille, full LED headlights and LED Daytime Running Lights. It also features the newly-designed sportier seats. The new Honda HR-V is also equipped with a wide range of advanced comfort features and safety technology that takes standards to the next level including Honda LaneWatch, City Brake Active System, and Walk Away Auto Lock for more confidence in all journeys.

To create an exciting sporty touch in every dimension, the RS variant comes fully equipped with sporty RS accessories including a front and rear bumpers; a black

chrome front grille; newly-designed full LED headlights and LED Daytime Running Lights; side sill garnish; dark chrome door handles; sporty accelerators and brake paddles; newly-designed 17" Alloy Wheels; and an RS emblem on the tailgate.

The interior design provides spaciousness and comfort of a sport utility vehicle with modern equipment for convenience. The utility space and rear cargo areas are ready for all uses. Maximum storage is provided by a multi-utility seat that has three adjustable modes – Utility Mode, Tall Mode, and Long Mode – to meet the demands of all lifestyles and uses.

Offering superior driving performance and safety, the new Honda HR-V is powered by a 1.8-litre SOHC, 4-cylinder, 16-valve i-VTEC engine that delivers 141 horsepower at 6,500 rpm and maximum torque of 172 Newton-metres at 4,300 rpm, plus a new Continuously Variable Transmission (CVT) developed under Honda's "Earth Dreams Technology" to enhance both driving performance and fuel economy. The engine is compatible with E85 fuel. It also comes with a full range of premium safety technologies as standard equipment in all variants: Electric Parking Brake, Automatic Brake Hold, Anti-Lock Braking System (ABS) with Electronic Brake Distribution (EBD), Vehicle Stability Assist (VSA), Hill Start Assist (HSA), Emergency Stop Signal (ESS), Multi-Angle Rearview Camera with three adjustable rearview angles, and six airbags (only available in RS and EL model variants).

The new Honda HR-V sets a higher standard for sporty spirit and premium quality, while its spacious passenger cabin and roomy utility space support various functional uses. To reflect the highlighted features and utility, Honda HR-V marketing communication activities are executed under the "**What's Calling You?**" concept, which draws upon Honda's insights about the young generation who wants to live their life to the fullest and follow their dreams.

The new Honda HR-V is available in three variants, which are the E at 949,000 Baht, the EL at 1,059,000 Baht, and the RS at 1,119,000 Baht. It is available in five colours including new Passion Red Pearl, and four other colours – White Orchid Pearl, Crystal Black Pearl, Lunar Silver Metallic and Ruse Black Metallic.

People interested in experiencing the new Honda HR-V can visit any Honda showroom nationwide starting from 8 July 2018.

The new Honda HR-V is now opened for booking. For more information, please contact any Honda showroom nationwide.

In addition, interested persons can visit Honda booth in the Fast Auto Show Thailand 2018 from 27 June – 1 July 2018 at Booth No. A04, BITEC Hall 106 and the international Auto Salon 2018 from 4-8 July 2018 at Honda booth in Challenger Hall 2, IMPACT Muang Thong Thani.

Remarks:

- Features vary according to variants
- Passion Red Pearl is exclusively available for the RS variant.
- White Orchid Pearl costs an additional 10,000 baht
- Passion Red Pearl and Crystal Black Metallic costs an additional 6,000 Baht

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For more information, contact:

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