

Honda Vietnam introduces the All-new Honda HR-V “Call For The Bold”

18th September, 2018 - Honda Vietnam Co., Ltd. (HVN) introduces the All-new Honda HR-V in Hanoi.

In addition to current various models in Hatchback, Sedan and 7-seater SUV, HVN continues to expand its line-up by offering customers with a totally new choice of 5-seater SUV- Honda HR-V. The brand-new HR-V comes with a compact size, more economical engine, yet features fashionable design, promising to satisfy customer’s need for mobility of 5 passengers with distinctive spaciousness & comfort in modern urban. With its great values, new HR-V is definitely a unique and pioneer model in B-SUV segment that provides customers the most perfect experience.

The All-New HR-V in Vietnam is the CBU model, imported from Thailand, available in 2 grades L, G: with 6 selections of colors:

	Crystal Black P.	Lunar Silver	Taffeta White	White Orchid P.	Brilliant Sporty Blue	Passion Red P.
G	x	x	x			
L	x	x		x	x	x

The model has the suggested price of 786,000,000 VND for grade G; 866,000,000 VND for grade L with exterior color Lunar Silver/ Crystal Black/ Brilliant Sporty Blue and 871,000,000 VND for grade L with exterior color White Orchid/ Passion Red. Honda HR-V will be officially delivered to Vietnamese customers from October 2018 through Honda Automobile Dealers nationwide.

The All-new HR-V will definitely delight Vietnamese customers by sophisticated, wonderful experience on every journey with its value “Stylish – Comfortable – Economical”.

I. MODEL OVERVIEW

Since its first launch in Japan in 2013, Honda HR-V has made a breakthrough and become a popular and top best-selling model in more than 100 countries around the world with accumulated sales of 1.8 million units till August 2018.

HR-V received many prestigious awards in major markets such as *Subcompact SUV for the money 2018 in the United States* (according to U.S. News & World Report), *Crossover of the year 2017* in Malaysia and Thailand (according to the iCar Asia People's Choice Awards), *Top 10 world best-selling cars in the first half of 2018* (according to Jato Dynamics).

Honda introduced Civic, Accord and CR-V to the global market, and these models have satisfied many customers. Given Honda’s challenge spirits and innovative technologies, these cars have been steadily improved and evolving to become benchmarks for the establishment of new markets.

Aiming for a new generation subcompact SUV, HR-V is developed to open the way to a new market globally same as Civic, Accord, and CR-V. Honda did thorough research in different countries to know what customers really want in a car. As the result, these three key words emerged; *“sense of safety and security”, “status” and “usability”*. Therefore, Honda found SUV to be perfect to meet such needs of customers.

Under the concept of “Provocative X-over”, the All-new HR-V made full use of its unique ideas and technologies, which fuses together the dynamic qualities and secure feeling of an SUV. To make the crossover of the conflicting

values come true, based on the value of SUV, Honda concentrated and fused Coupe's personal feel and Minivan's usability into one at a high dimension.

II. OUTSTANDING VALUES OF THE ALL-NEW HONDA HR-V

With the development concept of Benchmark for the next SUV (Sport Utility Vehicle), the All-new HR-V brings 3 outstanding values to customers: **STYLISH – COMFORTABLE – ECONOMICAL**.

1. STYLISH

A. Exterior

The All-new HR-V combines the youthful, trendy, and flexible style of an urban car. The exterior design of HR-V was developed under the concept of "Dynamic Cross Solid."

Front view: The All-new HR-V has a front "solid wing face" that represents toughness and hardness based on the black color to characterize this car. The adoption of two LED headlights & LED fog lights that is unique to B-SUV segment gives a sharp and elegant feeling.

Targeting young modern customers, HR-V possesses a dynamic, fashionable design with subtle angular lines, along with sporty wheel design and unique shark antenna. The All-new HR-V becomes extraordinary stylish and attractive, which make the owners proud and fascinated.

Rear view: The strong aero-cabin and wide lower body establish a powerful rear look. The rear outer door handle is integrated into the window graphics, creating a personal feel just like a 2-door Coupe. The All-new HR-V is also equipped LED rear light, which appeals all attention.

B. Interior

Based on a principle in all Honda vehicle design - "Exciting H Design" - Interior design of the All-new HR-V is pursued under the concept of "Expansible Cockpit": spacious but still reflects a sporty image.

The clean *instrument panel*, which highlights the spacious feeling, creates a personal space for both drivers and passengers. The *High-deck center console* is positioned highly against the floor to pursue usability and personal space in order to provide customers a greater sense of high-quality.

All interior design and seats of HR-V are used with high-quality material such as encompassing soft pads around the passenger seats, sophisticated craftsmanship stitch lines, Quality bezels and sophisticated Piano-black panel to offer the most enjoying experience for passengers.

2. COMFORTABLE

A. Package Design

Honda HR-V's package is structured under the concept of "Smart Cross Package". This package offers the values of a Coupe with personal space and outstanding vision as well as the values of a minivan with spacious interior design.

Comfortable Cabin Space and Spacious Cargo Area

In order to offer customers an urban SUV with high-quality and comfortable cabin space, soft materials are used for most touch points of the All-new HR-V. The original center-tank layout enabled a large cargo space and minivan-like rear seats make HR-V have much more comfortable interior space than imagination.

In the rear seats, the tandem distance equivalent to the current CR-V allows passengers to keep the most enjoyable posture. Extraordinary larger cargo space with a low floor and 1180-mm wide opening along with the 650-mm

ground height of the tailgate opening makes it easier to load and unload large-sized luggage and heavy items.

Magic seat unique in B-SUV segment

The cabin length and cargo space can also be expanded with Magic seat - unique feature in the segment and even more flexible than above-class SUV. The three main modes available in HR-V are: **Utility Mode** – with the seat folded flat, for carrying two passengers and larger items; **Tall Mode** – with the seat folded up, for carrying two or three passengers and tall items; **Long mode** – with the seat folded flat and the front passenger seat reclined all the way back, for carrying two passengers and a very long item.

B. Advanced Equipment

The All-new HR-V applied a user-friendly smart interface that offers convenient fingertip controls. A premium electrostatic touch panel enables users to quickly adjust temperature and air volume with flicks just like operating a smart phone.

In addition, the All-new HR-V offers many unique-in-segment features such as **Panaroma sunroof (L)** with 3 different modes (Tilt mode, Glass mode and Shade mode) promises to give customers a relaxing experience throughout the journey. Besides, the All-new HR-V is equipped with advanced features: **Electric Parking Brake** equipped on HR-V can be operated by a switch lever, which is more modern, convenient and comfortable to use; **Automatic Brake Hold** is designed to reduce driver fatigue while stopping, will help driver reduce strain by repeating the acceleration and braking motion in some situations such as traffic jam.

HR-V applied a user-friendly 6.8-inch smart interface that integrated many functions such as: USB, HDMI, Bluetooth, Speaker system with speed-sensitive volume compensation (SVC)... and also offers customers with plenty of other utilities such as: One push start, smart key with walk-away auto door lock

C. Safety

The All-new HR-V seeks to provide a high level of active and passive occupant protection. With its fully equipped of features such as Anti-Lock Brake System (ABS), Electronic Brake Distribution (EBD), Vehicle Stability Assist (VSA), Hill Start Assist (HSA), Traction Control System (TCS), Emergency Stop Signal (ESS) and six airbags (L) – front airbags, side airbags (L), and Side Curtain Airbags (L), HR-V's customers can be assured their safety with these high standard of safety technologies.

Some other advanced safety features equipped on the All-new HR-V are: 3-angle rearview camera, rear sensor (L), Rain sensor (L), Advanced Compatibility Engineering (ACE) Body-structure technology... Therefore, **HR-V achieves Five-Star ASEAN NCAP Safety Rating** in the frontal offset crash test in Adult Occupant Protection (AOP) and in Child Occupant Protection (COP).

3. ECONOMICAL

Aiming to provide a crossover of “Smart and Active”, the All-new HR-V provides customers **dynamic performance** of high-quality feel that the one-class higher vehicle has with 1.8 L i-VTEC Engine of maximum power 141Hp/6500rpm and maximum torque 172 Nm/4300rpm. Placing the peaceful experience while driving a SUV as the base, HR-V performance is a cross between the high-quality comfort of high class vehicle and Honda's unique handling and fun of driving. HR-V also offers customers sedan-like driving stability feel by setting the center of gravity low relative to the vehicle height. **Noise Vibration & Harshness (NVH) Reduction** system is also equipped on HR-V in order to reduce the road noise and increase driving enjoyment for users.

The All-new HR-V is a powerful but also an economical urban SUV for customers with fuel efficiency of 6.7L/100Km (in mixed types of road and standard conditions, announced by Honda Motor and approved by Vietnam Register). The improvement of fuel economy was realized through the reduction of friction, and weight reduction, rationalization of the structure and **Continuously Variable Transmission (CVT) with EARTH DREAMS TECHNOLOGY**. Besides, Eco Assist technology (ECON mode, ECO coaching) and Cruise Control

along with sporty paddle shifter on steering wheel play an important role in supporting users to drive with the best fuel economy.

The All-new HR-V is available with a wide variety of individual accessories allowing owners to enhance or adapt their car to suit their personal requirements and tastes.

For more information, customers can visit website www.hondaoto.com.vn/hondahry or contact Honda Authorized Automobile Dealers nationwide.

Interested customers can register for a test drive at <http://hondaoto.com.vn/vi/dang-ky-lai-thu>.