

An initiative of The Economic Times

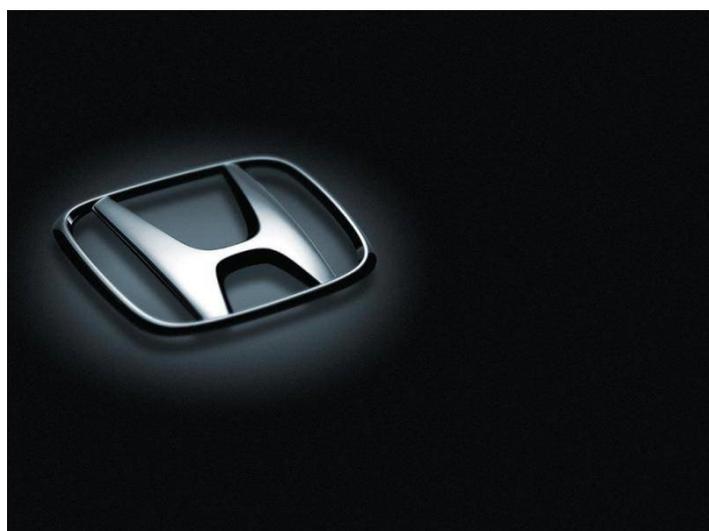
[#Passenger Vehicle »](#) [#Cars »](#) [#new product](#) [#new launches](#) [#Jazz crossover](#)

[#Japanese carmaker](#) [#Honda Cars India](#) [#2FM](#)

Honda to launch new crossover on Jazz platform codenamed '2FM'

Unlike the other crossover vehicles in the market, the Jazz-based crossover is more like an SUV and will be able to generate strong volumes

Nabeel A Khan & Ketan Thakkar | ETAuto | 02 March 2016, 11:37 PM IST



NEW DELHI | Mumbai:

Japanese carmaker [Honda](#) is banking on a slew of product launches in India, led by a couple of utility vehicles, to ride over a rough patch of negative growth in the past few months and achieve a sales target of 3 lakh units by the end of FY17.

Honda Car India has lined up four to five new offerings in the

next 12-15 months, ET has learned from four people aware of the developments. Apart from the new Amaze with refreshed interiors to be launched on Thursday, Honda will launch its new SUV [BR-V in May](#), followed by the new Accord and a City facelift during the festive season, and an all-new crossover based on its premium hatchback Jazz's platform and internally called 2FM to be launched by January 2017.

"The 2FM crossover vehicle will be showcased at the Sao Paulo Motor Show in Brazil," said one of four people. "Unlike the other crossover vehicles in the

market, the Jazz-based crossover is more like an SUV and will be able to generate strong volumes," the person said.

The company expects monthly average sale of 5,000 units of the crossover, with production commencing in December.

When contacted, Jnaneswar Sen, senior vice-president, marketing & sales at Honda Car India, said the company does not comment on market speculations about future products or its production plans.

"The smaller SUV/CUV segment has gained a lot of interest among Asian customers and Indian customers in particular," Sen said. "BR-V will exceed the expectations of the young, new-age customer and its addition to our portfolio will help us build a stronger presence in India," he said.

The launch of diesel Amaze and City helped Honda Car India more than double its market share to 7-8% in the passenger vehicles market, but the subsequent launch of Mobilio and Jazz could not sustain the growth momentum. The company was among the top-three carmakers in India last fiscal, but has now ceded the position to Mahindra & Mahindra. Falling sales has prompted the Japanese carmaker to revise its internal sales target thrice this year.

While the company has not produced single vehicle of Mobilio since December, Jazz is behind Maruti Suzuki's Baleno and Hyundai's Elite i20 in sales numbers, averaging about 4,000 units per month since its launch last July.

The 3 lakh units sales target for FY17 seems like a tall ask, said another vendor in the know of the company's plans. It may not be able to sell more than 2.5 lakh unit in the next fiscal, the vendor said. VG Ramakrishnan, MD at consultancy firm Avanteum Advisors LLP, said the challenge for Honda has mounted with more premium offerings from Maruti Suzuki and Hyundai Motor India. The Honda vehicles have always been excellent, but the company needs to get its specs and variant pricings right, he said.

"Gone are the days when a company could afford to give less and ask for more. Honda has done a great job of achieving 7% market share in India, but the climb from here is going to be challenging especially in the face of competition from Maruti and Hyundai. Though not known for its SUVs, Honda can create a space for itself with the new launches if it gets the pricing right," said Ramakrishnan.

 [Comment on this](#)

The Zika conundrum: How Tata Motors recovered from a bad case of homophone

Argentine footballer Lionel Messi, who is the company's global brand ambassador, was kept informed at all the stages.

Aditi Saxena | ET Bureau | 03 March 2016, 8:58 AM IST

[+ Click Here to Read This Story](#)

Soon, get 15% discount on new vehicles if you junk your old ones

In India, there are over 40 lakh Pre BS-II four-wheeler vehicles. These vehicles are almost 10 times more polluting than BS V vehicles, a study has found.

Rajat Arora | ET Bureau | 03 March 2016, 8:19 AM IST

[+ Click Here to Read This Story](#)

Galvanized cars a reality abroad, but not in India

"For the Indian market, car manufacturers don't galvanize the entire model. They galvanize only a few batches under the windshield and near the car doors. Now galvanized steel can be recycled and reused.

03 March 2016, 7:45 AM IST

[+ Click Here to Read This Story](#)

Ten Highest selling cars in February; Maruti Ciaz makes a comeback

The standout entry in the list has to be the Renault Kwid for being the only non-Maruti or non-Hyundai car

ETAuto | 03 March 2016, 6:49 AM IST

[+ Click Here to Read This Story](#)

Apple should not try making a car on its own, Marchionne says

Sergio Marchionne said Apple should collaborate with carmakers to make a vehicle and use the expertise already available rather than attempt to do it on its own

Reuters | 02 March 2016, 8:12 PM IST

[+ Click Here to Read This Story](#)

Mercedes India hikes prices across all its Models

The increase in prices will range from 3 percent to 5 percent

ETAuto | 02 March 2016, 5:13 PM IST

[+ Click Here to Read This Story](#)

German new car sales up 12.1% in February

A total of 250,302 new cars were registered last month, an increase of 12.1 percent compared with the figure for the same month in 2015, according to data compiled by the federal road transport authority KBA.

AFP | 02 March 2016, 4:27 PM IST

[+ Click Here to Read This Story](#)

Ferrari GTC4Lusso debuts at Geneva Motor Show

It comes equipped with 6,262cc V12 that punches out a maximum of 690 cv at a 8,000 rpm and peak torque of 697 Nm at 5,750 rpm, with 80% available at just 1,750 rpm, the GTC4Lusso delivers a top speed of 335 km/h and sprints from 0 to 100 km in 3.4 seconds.

ETAuto | 02 March 2016, 2:55 PM IST

[+ Click Here to Read This Story](#)

Maruti Suzuki Alto becomes first car to touch 3 mn sales in India

It took about 15 years and 6 months for Alto to achieve this historic figure. Alto is the only Indian auto brand to cross this milestone.

ETAuto | 02 March 2016, 2:00 PM IST

[+ Click Here to Read This Story](#)

Supported by:



ETAuto.com

Follow ETAuto

News ›

[Passenger Vehicle](#) / [Commercial Vehicle](#) / [Two Wheelers](#) / [Components](#) / [Automotive](#) / [Industry](#) / [Tyres](#) / [Aftermarket](#) / [Policy](#) / [Auto Technology](#) / [People Movement](#) / [New Launches](#) / [Oil & Lubes](#) / [Raw Material](#) / [Financial Results](#) / [Auto Finance](#)

Features ›

[Trends](#) / [IndustrySpeak](#) / [International](#) / [Careers](#) / [Data & Analytics](#) / [Jobs](#) / [ETAuto TV](#) / [Autopreneur](#) / [Interviews](#) / [ETAuto Insights](#) / [Data](#) / [Reports](#)

Other B2B News Sites ›

[Retail News](#) / [Health News](#) / [Telecom News](#) / [Energy News](#) / [IT News](#) / [Real Estate News](#) / [Brand Equity News](#) / [Technology News](#) / [Finance News](#)

[About Us](#) / [Contact Us](#) / [Advertise with us](#) / [Newsletter](#) / [RSS Feeds](#) / [Embed ETAuto.com Widgets on your Website](#) / [Invite Friends](#) / [Enroll Company Employees](#)

[Privacy Policy](#) / [Terms & Conditions](#) / [Guest-Post Guidelines](#) / [Copyright © 2016 ETAuto.com](#) . All Rights Reserved.