

SOMETHING

BIG

IS COMING



**THE ALL-NEW
CR-V**

MEDIA RELEASE

Wednesday 18th October, 2023

Honda delivers so much more with the all-new CR-V with e:HEV technology.

Honda, a name synonymous with race-bred success and design innovation, is set to revolutionize the driving experience with the launch of the all-new CR-V. This versatile SUV line-up offers two distinct powertrains, including the e:HEV 5-seater, as well as VTEC 5 and 7-seater models.

Words from Mr Nobuya Sonoda, Managing Director, Honda New Zealand:

“The CR-V is among the pioneers of a true SUV in New Zealand now 6th Generation. For more than 2 decades CR-V globally is either the No1 or 2 SUV positioned in the World. The 1st generation CR-V was launched in Japan in 1995, then 1996 New Zealand was the first country in the world to launch outside Japan. Exciting electrification with Honda e:HEV no plug-in continues the no compromise option for all our customers”

With e:HEV technology, Honda seamlessly blends the ease, efficiency, and convenience of hybrid power with the trusted heritage, quality, and safety the brand is known for. The ride is a harmonious blend of smoothness and comfort, complemented by a thoughtfully designed interior featuring cutting-edge connectivity and ample space for families, daily practicalities, and adventurous weekends.

In a league of its own, Honda's 6th generation CR-V, is the first hybrid CR-V to be offered in NZ. Powered by a 4-cylinder 2.0L e:HEV engine, it offers remarkable advancements in efficiency and fuel economy, without compromising exceptional vehicle performance and handling. Alongside the e:HEV variant are 2WD and AWD petrol options in which drivers can experience the perfect blend of power and control tailored to suit their preferences.

All of which means the new Honda CR-V is an SUV without compromise, and offers an immediate sense of quality, quiet sophistication, versatility and the promise of a premium ownership experience.

The 3 new Honda CR-V models will be the 1.5L VTEC Turbo / 7 seats / 2WD, the 1.5L VTEC Turbo / 5 seats/AWD and the 2.0L 4-cylinder with e:HEV hybrid. The major advances compared to the old CR-V are new styling, a larger footprint (slightly bigger – longer, wider) and a host of quality-of-life improvements.

Since 1996 the CR-V has been a top pillar in our line-up. It's also one of the largest ever-selling SUV models worldwide – no wonder it continues to be one of our flagship vehicles.

The all-new CR-V will also feature Honda Connect technology. Drivers will be able to control some of their vehicle features from a Connect App. They can turn the engine on or off, lock and unlock doors, pre-set the cabin temperature and even turn off the headlights, all from their phones. If the CR-V's airbags have been deployed and the driver cannot be reached, Honda Connect will contact emergency services.

Honda Connect isn't the only way we're using innovation and technology to make customer's lives easier. At Honda New Zealand we're continuing to invest and refresh our one-of-a-kind online store experience. Customers can now build and choose their preferred Honda models and finish their entire finance and purchase journey online. Or if they prefer, they can finish up with a dealer in-store. The choice is theirs. Buying the car of your dreams has never been so easy or as enjoyable.

The all-new CR-V RS e:HEV and CR-V Sport models are now available for pre-order at the highly competitive price of \$67,000 + ORC for the RS with e:HEV, \$57,000 + ORC for the Sport 7 and \$53,000 +ORC for the Sport AWD.

With Honda's Price Promise, customers can take comfort in knowing that no matter where they are in New Zealand, or where they decide to buy their new CR-V, be it in-dealership or online, it'll be the same price for everyone. It's only fair and it protects the value of their new Honda. We promise.

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