

Why Honda Cars Remain Industry Leaders

Honda made modest beginnings post World War II with its range of motorcycles. Honda then released their first road car in the early 1960s, they developed their first road car. Since that time, Honda has created a niche for itself in quality auto production. Honda cars are truly a step above the regular manufacturers who aim for trustworthy and gas saving automobiles. Honda cars provide a level of unsurpassed performance, comfort and mileage, what with a wide range of automobiles on offer. Occupying the fourth position in the global auto arena, Honda cars are well liked and sought after. With Honda you know that you will get just the right car that fits your lifestyle and is light on the pocket too.

Honda cars appeal across the different demographics. With a reputation for not often declaring cash back schemes, Honda cars seem to not be an attractive buy for many. The primary reason behind this is to counter a fall in resale value in the homeland. The company makes up for this by coming up with more attractive lease deals and lowered rates on Honda cars. With improved safety features, a more powerful engine as well as spacious seating for the sedan range, Honda cars offer value for money.

Honda car models range from Element, a model that is quite unusual, to the Civic, a prime example of small cars. The Civic has also seen some user friendly modifications in the form of an in built navigation system and monitoring of tire pressure. The Honda Accord model has gone for a total redesign. The enhanced Honda car model, the Odyssey, has also seen some marked change with a better suspension system in place, and improved horsepower as also a modification in the wheel structure.

Even in the auto awards department, Honda cars score great points. The Honda Civic scores particularly well on the awards platform, being judged the best Motor Trend Car, while the Ridgeline, a Honda van, gets rave reviews for its show of power. Its not an exaggeration to day that the Honda range of automobiles are trusted for their robust engines and power packed driving capacity. Indeed, Honda cars have a reputation for reliability and are well worth every penny. No wonder they have earned the Automotive Lease Guides Industry Brand Residual Value Award, that especially identifies brands with optimal resale value. With new Honda cars in the line up including the Si Mugen sedan, Honda is all set for the next generation.

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