



## **HONDA** Honda Atlas Cars (Pakistan) Limited

### **Company Profile:**

Honda Atlas Cars (Pakistan) Limited is a joint venture between Honda Motor Japan and Atlas Group, Pakistan.

The company was incorporated on November 04, 1992 and joint venture agreement was signed on August 05, 1993. The ground breaking ceremony was held on April 17, 1993 and within a record time of 11 months, construction and erection of machinery was completed. The first car rolled off the assembly line on May 26, 1994. Official inauguration was done by then President of Pakistan, Sardar Farooq Ahmad Khan Leghari. Mr. Kawamoto, President of Honda Motor Japan was also present to grace the occasion. The company is listed at Pakistan Stock Exchange Limited.

On July 14, 1994, car bookings started at six dealerships in Karachi, Lahore, and Islamabad. Since then, our Dealerships network has expanded and now the company has Twenty Five 3S (Sales, Service and Spare Parts), **Fifteen 2S** (Service and Spare Parts) and **Six 1S** (Spare Parts) authorized dealerships network in all major cities of Pakistan. All dealerships have been constructed in accordance with the standards defined by Honda, World over.

Since the commencement of production in 1994, the company has produced and sold more than 340,000 cars till August 2017.

The company has always emphasized on the development of local parts to reduce production cost. The local vendors are continuously supported to develop technical and management skills to manufacture local parts of highest quality. The quality of local parts is thoroughly checked to meet the stringent international standards.

We always strive to give outstanding service to our valued customers. The company regularly conducts Service Campaigns to facilitate customer's need. This has given our customers absolute confidence in our product, clearly evident from the ever increasing sale volumes.

It is the constant endeavor of Honda Atlas Cars (Pakistan) Limited to achieve No .1 Customer Satisfaction. Honda Atlas Cars (Pakistan) Limited is committed to meet customer expectations, and to provide good value for money.

Currently, we are manufacturing Honda Civic, Honda BR-V and Honda City in different variants and wide range of colors with advanced features. Apart from that, we also offer CBU models of Honda Accord, Honda CR-V and Honda HR-V for our valued customers

### **Area of Interest:**

**Engineering Products (CARS)**

### **Contact Details:**

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