

Honda Civic is Motorcheck.ie Fleet Car Awards Finalist



The Honda Civic has been named as a finalist in the Motorcheck.ie Fleet Car Awards 2014. Now

in their third year, the Awards are Ireland's only extensive car awards programme for the corporate sector, and will see the finalists battle it out for one of eight category award wins to be announced at the Awards ceremony to be held in May.

The Civic made the cut for the finals under the criteria set out by the judging panel, including driving performance and fuel economy, quality feel and finish, equipment levels, residuals and aftersales support.

The expert adjudication panel consists of members of the corporate car leasing industry and representatives from the fleet and financial sectors.

As a finalist, the Honda Civic will now go head-to-head over a two day appraisal programme which will examine and test each vehicle from performance, financial and practicality perspectives.

"Marks will also be given to the brand's fleet strategy parallel to the car's styling, quality, equipment, safety, residuals, etc. Aftersales back-up is another important element for consideration," said Cathal Doyle, Deputy Editor of Fleet Car magazine, organisers and media partners for the annual awards .

Honda's Civic has already been recognised for its strong fleet credentials, with the Civic 1.6 i-DTEC scooping the award for 'Best SME Company Car to Buy' at the second annual Business Car Manager 'SME Company Car of the Year Awards'.

Emmet Kavanagh, Marketing Manager of Universal Honda Ltd commented: "It is a great pleasure for us to make the finals of the Fleet Car Awards with the Civic. The quality, reliability and resale value of Honda vehicles has always been second to none.

"Now, with the introduction of our new 'Earth Dreams Technology' diesel engines, Honda are also leading the way for real-world fuel efficiency and cost of ownership. For Civic, these attributes combine to create a car which is equally appealing to both the fleet manager and the driver."

The Honda Civic retails from €21,895, and is now available with the new 1.6 i-DTEC diesel, which offers a class-leading combination of fuel economy and performance – emitting only 94 g/km of CO₂ with a powerful 120PS for annual road tax of €180.

The engine is the first to be launched in Europe under Honda's flagship Earth Dreams Technology environmental programme; offering customers an outstanding balance of high fuel economy, low emissions and dynamic performance.