

Company Information

The Board of Directors

Mr. Yusuf H. Shirazi	Chairman
Mr. Mamoru Suwama	President/CEO
Mr. Keizaburo Otaki	
Mr. Aamir H. Shirazi	
Mr. Jawaid Iqbal Ahmed	
Mr. Toshitsugu Kaneko	
Mr. Koji Nakazono	

Audit Committee

Mr. Aamir H. Shirazi	Chairman
Mr. Jawaid Iqbal Ahmed	
Mr. Mamoru Suwama	
Mr. Toshitsugu Kaneko	
Mr. Keizaburo Otaki	

Mr. Imran Farooq	Secretary
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Executive Committee

Mr. Mamoru Suwama
Mr. Keizaburo Otaki
Mr. Raffat Iqbal

Company Secretary

Mr. Raffat Iqbal

Chief Financial Officer

Mr. Asad Murad

Auditors

M/s A. F. Ferguson & Company Chartered Accountants

Legal Advisors

Cornelius, Lane & Mufti

Bankers

ABN AMRO Bank
Citibank N.A.
Deutsche Bank AG
Habib Bank Limited
Muslim Commercial Bank Limited
National Bank of Pakistan
Standard Chartered Bank
The Bank of Tokyo-Mitsubishi Ltd.
United Bank Limited

Registered Office

1-Mcleod Road, Lahore
Ph: (042) 7225015-17
Fax: (042) 7233518

Factory

43 Km, Multan Road,
Manga Mandi, Lahore
Ph: (042) 5871100-09, 5384263-70
Fax: (042) 5877711-12
E-mail: info@honda.com.pk

Web Site

www.honda.com.pk

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

Construction of the factory started 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 President of Pakistan, Sardar Farooq Ahmad Khan Leghari. Mr. N. Kawamoto, President Honda Motor Company Limited, Japan was also present.

On July 14, 1994, car bookings started at six dealerships in Karachi, Lahore, and Islamabad. Now the dealership network comprises sixteen 3-S dealerships in 10 major cities of Pakistan and almost 77,500 cars have been sold till March 2005. The company is also maintaining network of thirty 2-S dealerships to provide efficient after sale service to the Honda customers.

All dealerships are constructed in accordance with the standards defined by Honda world over.

Local vendors are continuously patronized to develop local industry. The quality of local parts is thoroughly checked to meet stringent international standards.

We always strive to give outstanding service to our valued customers. In addition, our After Sales Division also conducts service campaigns to facilitate customer's need for service. This has given our customers absolute confidence in our product, clearly evident from the ever increasing sales volume.

It is the constant endeavor of Honda Atlas Cars (Pakistan) Limited to achieve No.1 Customer satisfaction. We are committed to meet customer expectations and to provide them good value for money. Currently we are offering 8 different models of Honda CIVIC and CITY cars in wide range of colors with unique technological and other features.



Inauguration Ceremony



Rolling Out Ceremony (1994)