



**Bangladesh Honda Private Limited**

Factory : Abdul Monem Economic Zone, Char Baushia  
Gazaria, Munshiganj-1510, Bangladesh.

Office : Crystal Palace (12th Floor), House # 22  
Road # 140, Gulshan-1, Dhaka -1212, Bangladesh

Phone : +880-2-9858361

Website : [www.bdhonda.com](http://www.bdhonda.com)

## Bangladesh Honda Launches New Stylish CB Shine SP

- Honda launches its new **Localized Model CB Shine SP** in 125cc segment with 5 speed gearbox & refined performance
- **Youthful new design** with tank shroud, alloy wheel, digital analog meter console and 5 split alloy wheel
- **Honda Eco Technology (HET)** engine that brings optimum balance of power & mileage
- **Several customer convenience features** like sealed chain, tubeless tyres, service due indicator, MF battery & viscous air filter

**Dhaka, July 7, 2019:** Bangladesh Honda Private Limited (BHL) today launched its new, stylish 125cc motorcycle - **CB Shine SP** which comes with a **5-speed gear-box** to give smoother ride on high speed. This motorcycle is equipped with **Honda Eco Technology (HET) Engine** which provides good balance of 10.3 Ps power & 65 kmpl\* mileage.

### **Style Design:**

With the **chiselled front look** and modern executive styling, the new CB Shine SP has been conceptualized to make the rider feel special & youthful. A combination of **sharp headlight** with **carved visor** on top of it, lend an attractive front-look to CB Shine SP. **Stylish graphics**, aided by **front cowl** and **voluminous tank shroud** infuse a sense of excitement and liveliness while the curved tank with **3D emblem** brings in agility and premium look to the motorcycle. The sporty character of CB Shine SP receives a boost with the **digital analogue meter console** with a **service due indicator** which gives the information to riders when it shall be serviced for better performance. The combination of **5-split alloy wheels** add to its uniqueness while the **chrome finish muffler cover** enhanced the smart appearance of the CB Shine SP.

### **Next level Performance:**

CB Shine SP equipped with a superior optimax **Honda Eco Technology (HET)** enabled 125cc four-stroke engine provides optimum balance of **high class rear wheel power** and **good mileage of 65 kmpl\***. The **5-speed gear box** makes the CB Shine performance smoother, even at higher speed.

### **Comfort and Convenience**

The innovative ergonomics, **longer-seat, longer wheel-base**, an **increased ground clearance** and **5 step adjustable suspension** on the new CB Shine SP provide for comfort to both the rider and the pillion's irrespective of any road conditions. Considering the Bangladesh road-condition, new CB Shine SP is equipped with **tubeless tyres**, reducing the chances of immediate deflation in case of puncture; **Service due indicator**, helps to remind for periodic service; **Sealed chain** is more convenient to use with less maintenance; **Maintenance free (MF) battery** provides riding without recharge & **viscous air filter** allows 16,000 km long ride without cleaning the air filter.

The **New Honda CB Shine SP** will be available in three colours - **Athletic blue metallic, Black and Imperial red metallic**. Customer will get attractive warranty policy of "2 years or 20,000 km" whichever comes earlier, with 4 free services.

CB Shine SP will be available in every Honda dealer showroom from 8<sup>th</sup> July, 2019 at the retail price of BDT. 126,900 including VAT.

\*Honda Test Mode

<b>Established in Bangladesh</b>	: December 2012
<b>Representative</b>	: Himihiko Katsuki, Managing Director
<b>Location</b>	: Head office and factory- Abdul Monem Economic Zone, Char Baushia, Gajaria, Munsiganj, Bangladesh Dhaka Office- Crystal Palace (12 <sup>th</sup> Floor), House# 22, Road#140, Gulshan- 1, Dhaka-1212.
<b>Capital</b>	: 3.6 Billion Bangladeshi Taka
<b>Capitalization ratio</b>	: 70% Honda Group (Honda Motor Co., Ltd. and Asian Honda Motor Co. Ltd). 30% Bangladesh Steel and Engineering Corporation under the Ministry of Industries
<b>Business</b>	: Import, production and sales of motorcycles & parts
<b>Employment</b>	: 390 associates (as of November, 2018)
<b>Sales models</b>	: 8 models 110 cc – Livo, Dream Neo, Dio (Scooter) 125 cc – CB Shine SP (New), CB Shine 150 cc – CB Trigger, CBR 150R 160 cc – CB Hornet 160R
<b>Factory land area</b>	25 acres (with future expansion area)
<b>Factory size</b>	14,000 square meters (first phase)
<b>Production capacity</b>	100,000 units/year (as of November 2018)

<b>For any Query:</b> Md. Gias Uddin Sajeeb Senior Assistant Manager Marketing and Promotion Bangladesh Honda Private Ltd. Contact: 01729-211013, E-mail: <a href="mailto:sajeeb@bdhonda.com">sajeeb@bdhonda.com</a>	Fasiha Jannat Senior Executive Marketing & Promotion Bangladesh Honda Private Limited Phone: +8801729-211064 Email: <a href="mailto:fasiha@bdhonda.com">fasiha@bdhonda.com</a>
--	---

Faithfully Yours

  
Himihiko Katsuki  
Managing Director  
Bangladesh Honda Private Limited (BHL)