

Honda Launches new Livo with new Price

--The new Livo is best in class advanced commuting bike in Bangladesh ---

- **New Refreshed Livo is more advanced & stylish design**
- **New New sporty graphics**, Dynamic tank shroud, Digital analogue meter, 2-piece chrome finish muffler cover, Smart grab rail, Black alloy wheels and Disc brakes are best in class advanced features
- **110cc trusted HET engine & best in class mileage of 74 kilometers per liter*** makes each ride economical.
- **5 step adjustable rear suspension, 180mm higher ground clearance and 1285mm longer wheelbase** provide a stable and comfortable ride with pillion
- **Sealed chain, MF battery, Tubeless Tyres and Viscous air filter** make every ride convenient
- **Unique HET Tyre Technology** reduces rolling resistance for higher fuel efficiency and high grip on road while braking for enhanced safety.
- Affordable Price **Livo Drum-Drum: BDT. 103,900** and **Livo Disc : BDT. 108,900** achieved by further [technology transfer to localize frame parts manufacturing process with extra investment in the manufacturing facilities in accordance with the government's policy \(Manufacturing Category 1\) to meet for category 1 localization for satisfying](#) Bangladesh customers' needs
- Nationwide **availability** by January 2021 in three colors **Red, Blue & Matt Grey**

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Dhaka, January 24, 2021: Bangladesh Honda Private Limited (BHL), today launched new refreshed Honda Livo with **best in class advanced style and performance features** in 110cc segment for the mass customers. Developed by Honda R & D considering Bangladeshi customers' needs and manufactured at Bangladesh Honda factory, Munshiganj under localization category ~~1-1~~, -the New Honda Livo is introduced **at affordable price - Livo Drum -BDT. 103,900** and **Livo Disc BDT. 108,900**

Livo was introduced in Bangladesh on June 2017. With regular product upgrades and well acceptance by customers, Livo sale **crossed 50,000 sales mark** in just 37 months.

New refreshed Honda Livo has further **enhanced appeal by sporty graphics, digital analog meter** with service due indicator, **chrome plated muffler, energetic front look and curved fuel Tank.**

Honda Livo is equipped with trusted **HET (Honda Eco Technology) 110cc Engine** that delivers **optimum** city riding **performance** with **class leading mileage of 74 kms per liter***.

~~The~~ Honda Livo's **1285mm longer wheelbase, 5-step adjustable rear suspension, 180mm higher ground clearance,** and an **upright handle position** make it comfortable for both the rider and the pillion in all road conditions.

Honda Livo's **disc brakes and HET tyre** enhance braking performance and ensures better safety on road. Honda Livo has **sealed chain, MF battery, tubeless tyres** and **viscous air filter** make every ride ~~convenient~~ convenient.

Overall, Honda Livo is a best in class advanced commuting bike in 110cc segment.

Mr. Himihiko Katsuki, Managing Director & Chief Executive Officer (CEO) thanked to all existing Livo customers for their love and acceptance of Livo and achieving the 50,000 units milestone in short period. He reiterated Honda's commitment for continuous efforts for improving customer services and quality products at affordable prices for higher customer satisfaction in Bangladesh.

Mr. Naresh Kumar Rattan, Senior Vice President – Sales and Marketing explained the motorcycle market overview and Livo's positioning in 100-110cc segment. Emphasizing the appealing points of Livo, he explained that Livo is BEST IN CLASS advanced commuting bike in 110cc segment with its advanced style, engine performance, comfortable riding with pillion and additional convenience features like sealed chain, HET tyres.

Available date & Price: The New Honda Livo is available with **three attractive colors – Matte axis Grey, Athletic Blue Metallic and Imperial Red Metallic** in January 2021 nationwide at all Honda Exclusive Authorized Dealer Showroom. Livo carries attractive **warranty policy of "2 years or 20,000 km"** whichever comes earlier, with four free services.

For more information on the Honda Livo, please log in to :

www.bdhonda.com ,

www.facebook.com/bdhondaofficial

For Media Query	For Media Query
Md. Gias Uddin Sajeeb	Mr. Golam <u>Golam Moinuddin Hossain</u>
Section Head Marketing and Promotion	<u>Executive – Marketing and Promotion</u>
Mobile: 01729-211013	<u>Mobile: 01700767857</u>

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sajeeb@bdhonda.com

Golam.moinuddin@bdhonda.com

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