

Honda Launches New CB Shine SP CBS Advanced Commuting Bike in Bangladesh

- **NEW Combi Brake System** leads to effective and stable braking even for new riders
- **NEW Trendy graphics** brings elegance in stylish design
- **Honda Eco Technology (HET) engine** brings optimum balance of power & **65 kmpl* mileage**
- **HET Tyre Technology** – technology that improve braking efficiency when apply brake, while normal running reduces rolling resistance increases the fuel efficiency maintaining better grip performance
- Several customer **convenience features** like **sealed chain, tubeless tyres, service due indicator, MF battery & viscous air filter**
- Attractively priced of **BDT. 130,900** is available at top cities Honda Exclusive Authorized Dealer Showrooms from January 19, 2022. It will be available nationwide all Honda dealership by February 1st week 2022.

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Dhaka, January 19, 2022: Bangladesh Honda Private Limited (BHL) today launched its new, stylish 125cc motorcycle - CB Shine SP which comes with **Combi Brake System (CBS)** leads to effective and stable braking.

The new CB Shine SP is conceptualized by "**Step up**" to fulfill the desire of customers looking for advanced and affordable motorcycle in 125cc class.

▪ **Step up with Elegant Style:**

The New **Trendy 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 elegant look to the motorcycle. With the **chiseled front look** and modern executive styling, the new CB Shine SP make the rider feel elegant in his class. A combination of **sharp headlight with curved visor** on top of it, lend an attractive front-look to CB Shine SP. The premium character of CB Shine SP receives a boost with the **digital analogue meter** console with a **service due indicator, digital clock, fuel indicator and Trip meter** which gives the information to riders when it shall be serviced for a better performance. The **5-split alloy wheels** add to its uniqueness while the **chrome finish muffler cover** enhanced the smart appearance of the CB Shine SP.

▪ **Step up with Performance:**

CB Shine SP is equipped with a superior Optimal **Honda Eco Technology (HET)** enabled 125cc engine provides optimum balance of high-class rear wheel power and good mileage of **65 kmpl*** (as per Honda Tested mode). The **5-speed gear box** makes the CB Shine SP perform smoother, even at higher speed.



Bangladesh Honda Private Limited

Factory : Abdul Monem Economic Zone, Char Bausia, Gazaria, Munshiganj, Bangladesh

Office : Monem Business District, East Tower (10th floor), 111, Bir Uttam C. R. Dutta Road, Karwanbazar, Dhaka - 1205.

▪ **Step up with Advance Technology:**

Honda CB Shine SP CBS (CBS) has been equipped with Combi Brake System (CBS). This technology distributes braking force proportionately between front and rear wheels simultaneously by pressing just the rear brake foot lever. CBS reduces braking distance & improves balance, leading to more confident riding which is more suitable for the new riders.

Seal Chain has Seals (O-ring) which maintains lubrication between BUSH and PIN for a long time.

CB Shine SP comes with the Low Rolling Resistance (LRR) HET tyre (Rear) which provide higher grip & increase the fuel efficiency.

▪ **Step up with Comfort and Convenience:**

CB Shine SP CBS is equipped with **684mm long-seat, 1266mm long wheel-base, 160mm ground clearance** and **5 step adjustable suspension** for comfort to both the rider and the pillion's irrespective of any road conditions. Considering the Bangladesh road-condition, new CB Shine SP CBS 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.

New CB Shine SP CBS is ahead in 125cc segment as an advanced commuting bike in Bangladesh

Mr. Mutsuo Usui, Managing Director & CEO, Bangladesh Honda Private Limited, said, "Honda is continuously expanding business operations by increased investment, **introducing new technologies** and global technical know-how. We are enhancing value of our model line up to meet Bangladeshi customers' requirements. In 2021, we have already added **Anti-lock Braking System (ABS) technology** in **XBlade, CBR150R**. Today we are introducing **CB shine SP CBS with Combi Brake System (CBS) technology and enhanced style & value**. Honda is committed for affordable mobility solution with the aim of highest customers satisfaction in Bangladesh.

Mr. Naresh Kumar Rattan, Senior Vice President, Sales & Marketing of BHL spoke that,

Honda CB Shine SP crossed 30,000 units sales landmark since its launch July 2019 and is well accepted by customers for its style, performance, mileage & comfortable riding. The **new CB Shine SP CBS** is '**Step up**' as an advanced commuting bike to enhance **joy of daily communicating** for Bangladeshi customers. With its proven performance, good mileage, several customer convenience features, patented "**Combi Brake System (CBS)**" technology and new **elegant style**, its price is BDT. **130,900**.

HONDA

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New CB Shine SP CBS will be available in top cities of Honda dealer showroom initially from January 19, 2022 in three colors – Athletic blue metallic, Black and Imperial red metallic. It will be available nationwide all Honda dealership by February 1st week 2022. Customers will get attractive warranty policy of "**2 years or 20,000 km**" whichever comes earlier.

To see and book the new CB Shine SP CBS, customers shall visit Honda dealership. Besides, customers can see the products from www.bdhonda.com/shine-sp/index, <http://www.facebook.com/bdhondaofficial>, call to Hotline No. **08000430430**

Sincerely yours,

Naresh Kumar Rattan
Senior Vice President – Sale & Marketing
Bangladesh Honda Private Limited

Mutsuo Usui
Managing Director & CEO,
Bangladesh Honda Private Limited