

Honda launches its first BS-VI motorcycle The all new SP 125 with PGM-FI technology

- 125cc BS-VI **PGM-FI Engine**^{1st in segment} powered by **eSP (Enhanced Smart Power)**^{1st in segment}
- **ACG Starter Motor**^{1st in segment} ensures quick & silent start every time
- **Full Digital Meter**^{1st in segment} displays real-time advanced informatics needed for daily life including **Eco Indicator, Real Time Mileage, Average Mileage, Distance to Empty, Service Due Indicator, Gear Indicator**, etc.
- **Integrated Engine Start/Stop Switch**^{1st in segment} has been added for more convenience
- **Wider Rear Tyre** enhanced the rear look along with better grip and stability
- **Dynamic Fuel Tank** with **New Edge Graphics** are truly head turner
- Futuristic **LED DC Headlamp** design & **5 Spoke Split Alloy Wheels** add active and sporty character
- **Side Stand Engine Cut Off Switch** with **Side Stand Indicator** for enhanced safety and peace of mind
- **Integrated H/L Beam** passing signal control are merged in single switch
- **Combi Brake System (CBS)** leads to most effective braking
- Class leading mileage of **68 Km/L***(15% higher mileage)

Dhaka, 18 November 2023: As the leading motorcycle manufacturer, Honda envisions a future where people can enjoy mobility freedom while minimizing environmental impact which contributes to improved air quality and blue sky for children, mitigating the adverse effects of pollution. Leading the way in innovation and advanced technology, Bangladesh Honda Private Limited is thrilled to announce the launch of the all new SP 125 BS-VI with PGM-FI Engine along with its advanced technology, premium style and advanced comfort & convenience features first time in Bangladesh market in this segment.

Speaking on new SP 125 launching event, **Mr. Shigeru Matsuzaki, Managing Director & CEO, Bangladesh Honda Private Limited**, said, "Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality. We are delightedly to launch the all new SP 125 BSVI with PGM-FI Engine in this segment first time in Bangladesh to exceed our beloved customers' expectations. Our core belief is to create products for our customers that provides the freedom of mobility in their daily life and re-inforce trust and confidence in Honda brand. Through these efforts, BHL will strive to be a company that society wants to exist in Bangladesh."

While introducing the features of all new SP 125, **Mr. Shah Muhammad Ashequr Rahman, Chief Marketing Officer, Bangladesh Honda Private Limited** said, "The all new SP 125 is powered by a 125cc BS-VI PGM-FI engine, enhanced by Honda's proprietary eSP (Enhanced Smart Power) technology which is designed for next era of transformation. This remarkable machine has many 1st in segment advanced technology, premium style and advanced comfort & convenience. We believe that the all new OBD-2 compliant SP 125 will win over the mass customer's expectation and set new standards for performance, comfort, sustainability with better fuel efficiency and good value for money."

Premium Elegant Style

The impressive style definition with **Dynamic Tank Design** with **Sporty Side Shroud & New Edge Graphics** makes the New SP 125 a complete head turner. The **Modern Headlamp Design** and **5 Spoke Split Alloy Wheels** add to the sporty character of the New SP 125. **Wider Rear Tyre** enhances rear look with better grip and better stability. **Broad grab rail** and **Distinctly Designed Tail Lamp** give a bold and strong personality. **Chrome Finish Muffler Cover** adds a premium look.

Fusion of Technology & Performance

The all new SP 125 is designed and built for next era of transformation. It makes you stay ahead with first in class features also offering best value for money. New SP 125 has Honda's trusted 125cc **PGM-FI** engine, boosted by **Enhanced Smart Power (eSP)** technology. Honda Enhanced Smart Power (eSP) technology optimizes performance by **Friction Reduction**, enables **Silent Start** with **ACG motor** and provides a smooth eco-friendly ride.

SP 125 is equipped with a **Full Digital Meter** which keeps the rider updated with all the information on the go. The meter displays details like fuel efficiency details. ECO indicator, Gear Position Indicator, Service Due Indicator, Mileage & other information like Trip, Clock, On-Board Diagnostic light, etc. **External Fuel Pump** is fitted outside the fuel tank, it reduces the maintenance time as it is easily accessible. SP 125 has outstanding **68 Km/L mileage***.

Moreover, **Integrated Engine Start/Stop Switch** has been added for more convenience. **Integrated H/L Beam Passing Signal** control are merged in single switch can be controlled with flick of a finger. **Side Stand Engine Cut Off Switch** is installed along with **Side Stand Indicator** for enhanced safety and peace of mind. **Combi Brake System (CBS)** activates both brakes by pressing foot pedal only, lead to most effective & stable braking.

Advance Comfort & Convenience

LED DC Headlamp makes riding over rough roads & low speeds during night more convenient. **5 Speed Transmission** gives a smooth ride even at higher speeds. **5 Step Adjustable Rear Suspension** can be adjusted as per road conditions for a smoother ride. **Smooth Integration of Seat & Tank** prevents rider to be anxious of hitting the tank on braking. **678 mm Long Seat** has ample space for rider and pillion to travel any distance comfortably. **1266mm Wheelbase** is easy to control in any traffic situation. **160mm High Ground Clearance** provides riding comfort in any up-down road situation.

All new SP 125 has **Seal Chain** which needs less frequent adjustments. **Viscous Air Filter** lasts long without cleaning & **Maintenance Free (MF) battery** does not need any top up or frequent maintenance.

All new SP 125 will be available in **4 colors (Pearl Siren Blue, Black, Imperial Red Metallic & Matte Marvel Blue Metallic)** at all Honda Exclusive Authorized Dealer showrooms nationwide at an attractive price of **BDT 163,000**.

Further information, please visit www.bdhonda.com and www.facebook.com/bdhondaofficial