

Introducing the Next Evolution in Commuter Motorcycles: The Honda Shine 100

- All new 100cc engine powered by eSP (Enhanced Smart Power)
- Combi-Brake System (CBS) activates both brakes by pressing foot pedal only, leads to most effective & stable braking

Exclusive value for customers

- Warranty policy of “2 years or 20,000 km” whichever comes earlier, with 5 free services.
- Attractively priced for Double Disc ABS variant at **BDT. 107,000/=** along besides Single Disc variant.
- Available at all Honda Exclusive Authorized Dealer Showrooms nationwide from **March 2024.**

Dhaka, March 31, 2024: Honda, a pioneering force in trusted motorcycles, is proud to announce the highly anticipated launch of its latest creation – New Honda Shine 100. Representing a pinnacle in commuter motorcycle engineering, the Honda Shine 100 sets new benchmarks in performance, style, and efficiency, promising a comfortable riding experience for economy riders nationwide.

Launching new Shine 100, **Mr. Shigeru Matsuzaki, Managing Director & CEO** said, “Honda's global vision is to provide people with the joy of expanding their life's potential through affordable and quality mobility solutions. To fulfil the customer's demand, we are committed to introduce continuously new model, update features, technology and colors.”

While explaining the Shine 100 features, **Shah Muhammad Ashequr Rahman, Chief marketing Officer** said, “Being a front runner in commuter segment, BHL has always pleased with customers by providing convenience, comfort and low running costs in their daily mobility. Shine 100 is a new milestone in 100cc commuter motorcycle segment with simple durable design and the ease of handling & managing benefit will fulfill the need of daily commuting of rural and semi urban customers. With our true understanding of target groups and our determination to develop

motorcycles that meet the needs of mass population and win the heart of mass segment customers. Shine is testified as a trusted model of Honda and we are considering carrying on the same trust in 100cc. Furthermore, this model is built to deliver superior and comfortable riding experience with its engine and technologies.”

Superb Styling

Enriched & splendid design inspired by the widely loved design of Shine 100. **Elegant style** is complimented by its overall graphic theme. **Attractive aerodynamic front cowl & appealing front head lamp** gives a pleasant look to the bike. **Simplistic Instrument console** glorifies its mature character. **The sturdy aluminum grab rail** is both elegant and durable. **All black alloy wheels** accentuate the overall look of the bike. **Sleek & distinguished silencer** compliments the smooth style of the bike. Bright bold tail lamp gives an imposing rear look to the bike.

Reliable Performance - Honda Engine

This new 100cc engine is **light weight and efficient** with the finest innovation producing optimum performance, enhanced maneuverability, and superb mileage delivering highest value to customers. Tumble flow reduction, friction reduction and improved mileage is powered by **eSP (Enhanced Smart Power)**. Shine 100 is equipped with **combi brake system (CBS)** to enhance safety by distributing braking force intelligently between the front and rear wheels. Its **outstanding fuel efficiency** reduces cost in every ride.

Delightful Comfort

The **long and comfortable seat** of new Shine 100 makes ample space for rider and pillion to ride any distance comfortably for both family or utility-based rides. Low seat height allows **easy ground touch** for average height Bangladeshi customers. The **specially developed suspension unit** with long stroke manages any kind of road conditions with ease. It's ability to absorb the vibrations on rough surface gives extra stability and confidence to the rider and pillion. Viscous Air Filter lasts long without cleaning & Maintenance Free (MF) battery does not need any top up or frequent maintenance.

Effective & Maximum Utility

Shine 100 is equipped with **lighter frame** contributing to decrease overall vehicle weight. It provides **soft steering feel** and **excellent control** of the motorcycle. Durable & tough frame suited for variable road conditions and extremely convenient for carrying load. Handling the vehicle on tight corners & narrow roads has been made easy with small turning radius of Shine 100. **Long wheelbase** and a **high ground clearance** give stability at high speed and bad road conditions and confidence to the rider.

Price & colors

The new Shine 100 is available in 3 stunning colors – **Red, Blue** and **Grey** at all Honda Exclusive Authorized Dealer (HEAD) showrooms nationwide. The price for new Shine 100 is **BDT. 107,000**.

To avail the new Shine 100, customers may visit Honda Exclusive Authorized Dealer (HEAD) from March 2024. Besides, customers can know more from www.bdhonda.com/shine-100/index & <https://www.facebook.com/bdhondaofficial> and Hotline No. 08000430430.

Sincerely yours,

Shigeru Matsuzaki

Managing Director & CEO

Bangladesh Honda Private Limited

Sincerely yours,

Shah Muhammad Ashequr Rahman

Chief Marketing Officer

Bangladesh Honda Private Limited

