

Honda Launches the Most Awaited All New Hornet 2.0 with Assist & Slipper Clutch and PGM-FI Technology

- New **assist and slipper clutch** for smoother gear shifts and to enhance rider's safety on extreme downshift
- **Muscular tank** with **edgy graphics & key on tank**
- **184cc PGM-FI** engine is fuel efficient and environment friendly.
- **Fully digital liquid crystal meter** with gear position indicator and many more necessary information
- **LED headlamp, tail lamp and indicator** lights are more stylish and aggressive.
- SHOWA golden upside-down fork
- **Petal disc brakes** at the front & rear with a BOSCH **single-channel ABS** for enhanced safety during sudden brake
- Engine stop switch for convenience to the rider
- **Side stand engine cut off switch** with **side stand indicator** for enhanced safety
- **Sporty split seat** amplifies streetfighter character and convenience to the rider
- Sporty under cowl enhances its sporty look

Dhaka, September 27, 2024: Honda's motorcycle brand is globally renowned for its innovation, reliability, and broad appeal, offering bikes that cater to a wide range of riders, from daily commuters to performance enthusiasts. As one of the largest motorcycle manufacturers in the world, Honda has produced iconic models. Honda motorcycles are a symbol of durability, cutting-edge technology, and versatility.

Honda has cultivated a legacy with the Hornet brand, establishing it as an iconic name in the world of motorcycling. Introduced in 1996, the Hornet quickly gained a reputation for being a versatile, agile, and high-performance streetfighter that balanced everyday practicality with sports bike thrills. To continue Honda's innovation keeping the legacy alive, Bangladesh Honda Private Limited is glad to announce the launch of new Hornet 2.0 along with its aggressive forward style, smartly advanced premium features and accelerating performance.

Speaking at the new Hornet 2.0 launching event, **Mr. Shigeru Matsuzaki**, Managing Director & CEO, Bangladesh Honda Private Limited, said, " We are thrilled to bring a new era of motorcycling to Bangladesh with the launch of our higher cc segment. This bike is not just about power; it's about redefining the joy of riding. With advanced features and cutting-edge technology, we are giving riders the perfect blend of performance and excitement. This launch is a testament to our commitment to delivering world-class innovation and elevating the riding experience in Bangladesh."

While introducing the features of the new Hornet 2.0, Mr. Shah Muhammad Ashequr Rahman, Chief Marketing Officer, Bangladesh Honda Private Limited said, "Honda proudly introduces the highly anticipated Hornet 2.0 in Bangladesh, crafted for motorcycle enthusiasts who crave more power, performance, and thrill. With advanced MotoGP derived technology, such as assist & slipper clutch, golden USD front forks, a powerful 184.4cc PGM-FI HET engine, and dual petal

disc brakes with ABS. Being a formidable combination of energy and sportiness. Hornet 2.0 is an essence of massive naked street sports styling and aggressive performance in its DNA. The legacy of Hornet since 1996 which is the testament to our commitment to delivering world-class innovation, a new definition of fashion and a true art on a motorcycle.

Mr. Rahman expressed his confidence that the Hornet 2.0 will redefine the riding experience in Bangladesh which will set a new benchmark for thrill riding and become the first choice among all riders. With its cutting-edge features and technology, the Hornet 2.0 offers a perfect blend of accelerated performance, superior comfort, and reliability providing efficient and exciting mobility solutions that improves the lives of our customers.

It's time to '**Own the Beast**' and experience the thrill of riding like never before."

Aggressive Forward Style

The Honda Hornet 2.0 embodies the brand's bold design philosophy with its Aggressive Forward Style, which instantly grabs attention on the road. The bike's muscular, sharp lines and forward-leaning stance give it a dynamic, athletic look, enhancing its streetfighter appeal. Its **aggressive tank design with edgy tank shrouds** and **sporty split-seat** design further emphasizes its aggressive posture. With **all-LED lighting**, including angular headlamps and indicators, the Hornet 2.0 exudes modern sophistication while projecting a sporty character. This aggressive styling not only makes a visual statement but also complements the bike's performance, ensuring it looks as fast and powerful as it rides.

Smartly Advanced Premium Features

The Honda Hornet 2.0 is engineered for Smartly Advanced Premium Features to elevate the riding experience. The bike is equipped with **PGM-FI (Programmed Fuel Injection)**, which optimizes fuel delivery for better efficiency, throttle response, and smoother power output. The MotoGP derived technology **USD (Upside Down) front suspension** improves stability and handling, especially during high-speed riding or cornering, providing a more balanced and controlled ride. The inclusion of another MotoGP derived technology **Assist and Slipper Clutch** makes gear shifts smoother and reduces rear-wheel locking during aggressive downshifting, ensuring better control and safety. Hornet 2.0 is equipped with **single-channel ABS** with **140mm wide rear tyre** which enhances rider safety by preventing wheel lock-up during sudden braking, ensuring better control and stability, especially on slippery or uneven surfaces.

Accelerating Performance

Hornet 2.0 engine can produce 16.6 Ps @ 8,500 RPM power and 15.4 Nm @ 6000 RPM torque which is enjoyable for both daily commuting and weekend ride. Engine sound of Hornet 2.0 is like a roaring beast which gives a feel of adrenaline. Due to its refined engine with advanced features, Hornet 2.0 is environment friendly without compromising its performance.

Hornet 2.0 is available with 4 stunning colors, Matte Sangria Red Metallic, Matte Marvel Blue Metallic, Matte Axis Grey Metallic and Pearl Igneous Black nationwide at an attractive price of BDT. 289,000. Interested customers are requested to visit their nearest Honda Exclusive Authorized Dealer to Own the Beast.