

## Honda Launches New Shine 100 DX

- New **attractive graphics** with a wide fuel tank logo.
- New **Full Digital Meter** engineered for precision and efficiency.
- **Combi-Brake System (CBS)** activates both brakes by pressing foot pedal only, leads to most effective & stable braking.
- **5 step adjustable suspension** provides better comfort.
- **100cc** reliable engine powered by **eSP (Enhanced Smart Power)**.
- **Tubeless Tyres** enhance rider safety.

### Exclusive value for customers

- Warranty policy of **"2 years or 20,000 km"** whichever comes earlier, with **5 free services**.
- Attractively priced at **BDT 117,000**
- Available at all Honda Exclusive Authorized Dealer Showrooms nationwide

Bangladesh Honda Private Limited (BHL) announces the launch of its newly enhanced Honda Shine 100 DX commuter motorcycle, designed to deliver greater personalization and comfort for Bangladesh's everyday riders. With sleek new graphics, five-step adjustable rear suspension and a Full Digital Meter, the updated Shine 100 DX raises the bar for practicality and style in the 100cc segment.

Mr. Susumu Morisawa, 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."

Chief Marketing Officer, Mr. Shah Muhammad Ashequr Rahman said, "As a front-runner in the commuter segment, Bangladesh Honda Private Limited continues to delight customers with convenience, comfort, and low running costs. The Shine 100 DX marked a new milestone in the 100cc category with its simple, durable design and easy handling-perfect for daily commuting in rural and semi-urban areas for their daily mobility. Built on Honda's trusted legacy, this model delivers a superior and comfortable riding experience through its efficient engine and good mileage with advanced technologies."

## **Powerful & Fuel-Efficient Performance**

The Honda Shine 100 DX is powered by a newly developed 100cc engine equipped with Honda's advanced eSP technology, delivering smooth performance, enhanced fuel efficiency, and long-lasting durability. With an outstanding mileage, the motorcycle ensures cost-effective commuting for riders across the country.

## **Comfortable & Stable Riding Experience**

Designed with customer comfort in mind, the Shine 100 DX features a long and comfortable seat, optimized seat height for easy ground reach, and a 5-step adjustable rear suspension that adapts to different road conditions. The long wheelbase and high ground clearance provide added stability and confidence, even on rough roads.

## **Enhanced Safety & Convenience**

For safety and convenience, the motorcycle comes with a Combi Brake System (CBS) with equalizer, ensuring balanced braking and better control. The addition of tubeless tyres further enhances rider safety, while the durable frame and strong grab rail provide stability for both rider and pillion.

## **Modern Features & Stylish Design**

The Shine 100 DX also introduces modern features such as a fully digital meter, offering real-time information including fuel level, mileage, trip meter, and clock. Its stylish design, enhanced graphics, alloy wheels, and chrome elements give the motorcycle a premium yet practical look.

## **Affordable & Value for Money**

The new Shine 100 DX is positioned as one of the most affordable and low running motorcycles in its segment, offering reliability, comfort, and economy for every riders.

## **Price & colors**

The new Shine 100 DX is available in 3 stunning colors – Red, Black and Gray at all Honda Exclusive Authorized Dealer (HEAD) showrooms nationwide. The price for new Shine 100 DX is BDT 117,000.

To avail the new Shine 100 DX, customers may visit Honda Exclusive Authorized Dealer (HEAD). Besides, customers can know more from <https://www.bdhonda.com/product/shine100-dx/index> & <https://www.facebook.com/bdhondaofficial> and Hotline No. 08000430430.