

Press release
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Change Your Life with Honda Motorcycle

Travelling for daily job in Bangladesh consumes a lot of time and money. Many of the Bangladeshi people have to use multiple transportations like Bus, CNG, Auto rickshaw etc. for their daily work. As per Bangladesh Honda's internal study, we found that it takes 28 BDT and 63 Minutes on an average from our daily life for normal travel by the working people.



Honda wants to change the life of people with speedy, cost effective, mobility solution by providing bike at an affordable price.

To provide personal mobility to Bangladeshi people Honda Launches a new campaign from 6th January 2018. This campaign is the mixture of four motorcycles named Dream Neo, Livo Disc, Livo Drum and CB Shine, where Honda offers more affordability as registration fee is free for a limited time period. Customer will be benefited by 12,073 BDT from this offer. This offer is available in all Honda authorized Dealer showroom in Bangladesh. Hurry and visit Honda dealer showroom and don't miss the chance to change your life.

This is another promotional graphic for Honda motorcycles. It features a rider on a motorcycle in the foreground. The background shows a city street. The text includes 'বদলে ফেলুন জীবনের গতি' (Change the pace of life) and 'ফ্রি রেজিস্ট্রেশন' (Free registration). A red starburst graphic highlights the offer: '৳ ১২,০৭৩ সঞ্চয়' (Save 12,073 BDT). Below this, the four models are listed with their prices: Dream Neo (৳১৪,৬০০/-), Livo Disc (৳৩৬,৬০০/-), Livo Drum (৳৩০,০০০/-), and CB Shine (৳১৪,৬০০/-).

Here are the current prices of the motorcycles which are getting Free Registration Offer:

<u>Model Name</u>	<u>Price in BDT</u>
Dream Neo	114,500
Livo Disc	135,500
Livo Drum	130,000
CB Shine	146,000

Faithfully Yours

Yuichiro Ishii
Managing Director and CEO
Bangladesh Honda Private Limited (BHL)