

Press Release

No.:42-PR/BHL/2018

Bangladesh Honda showcased Unique Powerful Models at CEMS Motor show 2018

- **Showcased newly launched CB Hornet empathetically with exclusive test ride experience zone**
- **New generation powerful 160cc class Honda models: X-blade, CB Unicorn showcased**
- **Honda Dio , a unisex automatic scooter for rising metro young riders aspirations**
- **Most popular Honda models CB Shine, Livo & Dream Neo as affordable mobility for masses**

Dhaka-March 22, 2018: Bangladesh Honda Private Limited (BHL) is showcasing its Powerful Products at (CEMS) Bike Show-2018, planned on 22-24 March, in Hall-3, Pavilion no: C-3 International Convention City Bashundhara (ICCB), Dhaka.

In a three-days show, Bangladesh Honda (BHL) reinforced its newly launched CB Hornet 160R, with exclusive display and special test ride experience track for CB Hornet lovers. BHL planned a fun evening with many of CB hornet customers, who bought in first month after CB Hornet launch on 16 February'2018. CB Hornet customers assembled all across from Dhaka in great numbers and enjoyed the entertaining times with special attractions.

BHL sold more than 1,500 units during the first month in Bangladesh. There had been huge response to newly launched CB Hornet and received large booking orders from young customers. The waiting booking customers were promised for faster delivery with extra working hours at BHL production facility at Sreepur, Gazipur to reduce delivery time.

Along with CB Hornet , BHL showcased its 150cc to 165cc class models CB Trigger , Honda X Blade 160R, CB Unicorn 160 and CBR 150R that are relevant to Bangladesh people's taste. Some of these models may be planned for Bangladesh based on customer acceptability by BHL in its future model line up.

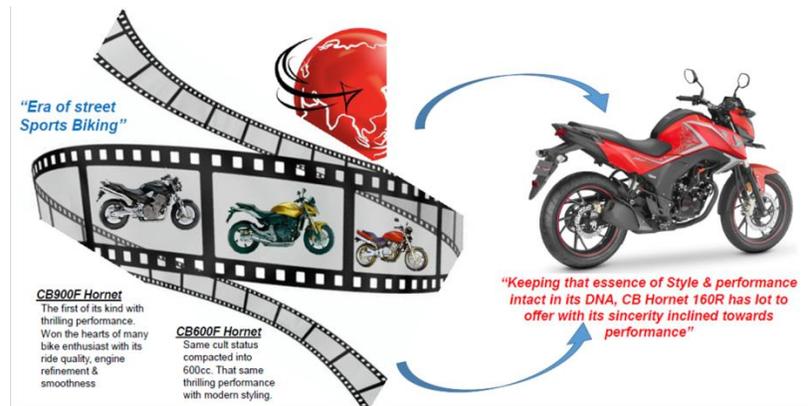
Honda Dio 110, a new unisex young icon scooter is showcased from Honda stable for identifying the needs of rising metro male & female riders . The Dio automatic scooter is practical solution for co-use & convenient riding in intense traffic road conditions & jam-pack market parking areas.

Honda genuine accessories like Honda branded Jacket, helmet, riding gloves, bike decoration kits and many more accessories were displayed and sold at the motorshow pavillion. Raffle draw through quiz competition with several exciting prizes & mega prize as CB Hornet 160R was arranged for the visitors.

Honda vision for Bangladesh to provide affordable mobility was reinforced with "Bodle Felun Jiboner Goti" campaign . The most popular & affordable CB Shine, Livo & Dream Neo were present to attract the mass segment customers during the motorshow.

Speaking at the occasion , MD Mr Yoichiro Ishii shared " Honda is world wide leader in affordable mobility and with same vision Bangladesh Honda (BHL) is investing in products , services to 'Change the Life' and contribute to society with affordable mobility solutions. We are thankful to all customers for

their enthusiastic response to Our Newly launced CB Hornet 160R . We have huge booking and now working hard to serve these waiting customers quickly before the Eid season”.



Company Profile

Bangladesh Honda Private Limited (BHL) operates in a single industry segment in Bangladesh under a joint venture between Honda Motor Company Limited, Japan and Bangladesh Steel and Engineering Corporation (State Own Corporation) under The Ministry of Industry, The Peoples Republic of Bangladesh. Bangladesh Honda Private Limited is always committed for **Change The Life** with affordable mobility.

About Bangladesh Honda Private Limited (BHL)

Established : December 2012
Representative : Yuichiro Ishii, Managing Director and CEO
Location : Gazipur, Bangladesh
Capital investment : 610 million Bangladeshi Taka
Capitalization ratio : 70% Honda Motor Co., Ltd. &30% Bangladesh Steel and Engineering Corporation
Business : Import, production and sales of motorcycles and motorcycle parts

The Office of Bangladesh Honda Private Limited

Corporate Office : Crystal Palace (12th Floor), House # 22, Road # 140,
Gulshan-1, Dhaka -1212, Bangladesh
Phone : +88 02 985 8361
Email : info@bdhonda.com
Website : www.bdhonda.com

The Factory of Bangladesh Honda Private Limited

Existing BHL plant : Gazipur, Bangladesh
New BHL plant : Abdul Monem Economic Zone, Char Baushia, Gajaria, Munsiganj, Bangladesh

Attachmenr: showcased bike information (4 sheets)

Attachment 1

CB Hornet 160R

Raw, Real, Ripped and Rocking, the CB Hornet 160R offers enhanced sporty character with 3 new electrifying colors- **Striking Green, Sports Red & Athletic Blue Metallic** complemented by unique muscular tank, wide rear tyre, 276mm petal disc brake, x-shaped LED tail light, five spoke split alloy wheels and striking rim stripes which makes it a complete charmer.

Powered by a **163cc** engine, the CB Hornet 160R boasts **15.3 ps** net power and **14.76 nm** torque, as most admirable in this segment. The long stroke advanced engine with a compression ratio of **10:01**, is designed to deliver good low end torque and delivers the right punch of power. Further, its engine is equipped with a counter balancer for smoother performance. Honda CB Hornet 160R is top end sports motorcycle in Bangladesh with outstanding **fuel efficiency, mono-suspension power & AHO** for safety in roads using the latest technologies by Honda. The retail price of the CB Hornet 160R is **199,800 BDT**



Honda X Blade 160R - (Not for Sales in Bangladesh)

Honda X-Blade is the latest edition of Honda which is as sharp as a razor blade. The **160cc** bike gets a **razor-sharp design** and first-in-segment **Robo-like face**. Some notable features of the X-Blade include a **full LED headlamp, LED tail lamp**, all-new **digital instrument cluster** with a **gear shift indicator** and a **service reminder**, the bulky and sculpted fuel tank of capacity **12-litres**, **dual outlet muffler** and **split grab rail**. Powering the bike is **air-cooled 4-stroke 163cc engine** that can produce a max power of **14 Ps at 8,500rpm** and a **peak torque of 13.9 Nm at 6,000rpm**. The engine is mated to a **5-speed gearbox**. It is expected to yield a mileage of **60kmpl***.

Based on a diamond-type frame, it rides on **telescopic front forks** and **rear monoshock** absorbers at the rear. The Honda X-Blade is equipped with **17-inch alloy wheels** in which the front gets a **276mm disc brake** while the rear comes with **130mm drum brake**.



CB Unicorn 160 - (Not for Sales in Bangladesh)

The CB Unicorn 160 is the strongest model of Honda with the basic styling and design. CB Unicorn has **four stroke engine, single cylinder, air cooled, 163cc engine** with which it originally debuted. It is now delivers **10.31KW** of power and **13.92Nm of torque**. The Honda CB Unicorn 160 was the first mass-market motorcycle to feature a **mono-shock at the rear**, which it still hides beneath its skin, with **conventional forks** at the front. While the **240mm disc** takes care of braking at the front, the rear has a **130mm drum brake**. It has a claimed a top speed of **106kmph**.



CB Shine

The CB Shine is a 125cc elegant executive motorcycle developed by Honda for the mass market segment. The CB Shine caters to a segment of buyers who look for premium looks and expect balance of performance and fuel efficiency. This Coupled with Honda's refinement and reliability makes the CB Shine a solid all round packages.

The CB Shine gets some **nice graphics** that can be seen running all over the fuel tank and a 3D Honda emblem on the fuel tank gives it a **distinct style**. The motorcycle gets a **lightweight advanced diamond frame** and is powered **by 124cc single cylinder air-cooled Honda Eco Technology (HET) engine**. The engine churns out **10.3 Ps at 7500 rpm** and **10.54Nm at 5500 rpm** and is mated to a **four speed gearbox**. The CB Shine gets spring loaded **hydraulic suspension** at both the front and rear, along with **18-inch wheels**. The CB Shine gets **240mm front disc and 130mm rear drum**. CB Shine is now available in two exclusive colors at a retail price 146,000 BDT.



Dream Neo:

Dream Neo, the new bench mark in fuel economy & evergreen decent style , is powered by **110cc HET engine**, that delivers **8.4 Ps power** and comes mated to a **four-speed gearbox** (all-up pattern). and has **drum brakes** both at the front and rear. With a fuel efficiency figure of **74km/litre** , **720mm long comfortable seat**, **179 mm high ground clearnace and tubeless tyres** , Dream Neo has become most sought after choice of practical & mature customers in Bangladesh. This is Honda's **most affordable** bike in exeutive segment in Bangladesh with retail price of 114,500 BDT.



Livo:

Livo a young aspiring model Launched in 017 in Bangladesh. BHL ushered in the 'Time to Live', unleashing the new **110cc "LIVO"**. Young generations of our society are aspirational and want to achieve their dreams with self-esteem. LIVO is the curtain raiser of Honda's aggressive pace of new and exciting motorcycle models line up for Bangladesh.

The **single-cylinder, 110cc, air-cooled engine produces 8.3PS at 7,500rpm and 8.6Nm at 5,500rpm**, mated to a **4-speed gearbox**. For suspension, it uses **telescopic forks** at the front and adjustable **dual shock absorbers** at the rear. For braking, the commuter employs **130mm drum brakes** at the front and rear. You can also choose to get a **240mm disc** at the front. The bike **gets 18-inch wheels shod in tubeless tyres**. The Livo returns a claimed mileage of **70kmpl** with a fuel tank capacity of **8.5 litres** and reaches a top speed of **86kmph**. The bike is extremely light and the disc variant stands at a kerb weight of **111kgs**. Livo is available in two variants Drum Brake & Disc Brake Version. The retail price of Drum Brake variant is 130,000 BDT and Disc Brake is 135,500 BDT.



DIO - (Not for Sales in Bangladesh)

Cosmetic upgrades for the new Honda Dio include two **white position lamps** on the front apron and an **LED strip** on the handlebar. The rear section also gets a re-designed **tail lamp**, although it isn't an LED unit. A **wider seat** makes it more comfortable for the rider and the pillion, while a **mobile charging point** under the seat improves convenience. **Auto headlamp on (AHO)** feature is also offered as new global safety on the road.

Powering the Honda Dio is the **110cc single-cylinder engine** that delivers **8.1 Ps power and 9Nm** of torque through a CVT transmission. The Dio rides on a bottom-linked front suspension and a rear **monoshock**. The **10-inch** wheels of the Dio are shod with **tubeless tyres**.

