

Press Release
No. : PR 7/BHL/2017
Dhaka, February 9, 2017

Sub: Honda –Won the massive heart at Indo-Bangla Automotive Show 2017

Honda showcased its astonishing motorcycles in the first ever Indo-Bangla Automotive Show 2017 organized by the Society of Indian Automobile Manufacturers (SIAM) that held at the International Convention City, Bashundhara (ICCB) from February 2 to 4, 2017.

The three-day fair was inaugurated by the Honorable Minister of the Ministry of Road Transport and Bridges, Mr. ObaidulQuader on 2 February, 2017. Along with the representatives of the automobile industries of both the countries, the event was also attended by senior government officials, bureaucrats and key decision makers of India and Bangladesh.

In this mesmerizing fair, Honda grabbed massive attention from the visitors by showcasing the MotoGPTHwinner(2013) Honda RC213V Racing Bike along with the other Honda motorcycles. The unique decoration of the stall has also been praised by the organizers, visitors and the competitors itself.

In this fair, along with the MotoGPTM winner Honda RC213V Racing Machine, Honda showcased its CBR150R Repsol edition, CB Trigger, CB Shine, Dream Neo, and Wave Alpha from the motor bike segments and from scooter segment BeAT and Dio was displayed for the first time in Bangladesh. It is needless to say that Honda grabbed maximum public attention because of its long legacy with the brand name in Bangladesh and its exclusive product design.

This event was supported by India-Bangladesh Chamber of Commerce and Industry (IBCCI), The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Bangladesh Automobile Assemblers & Manufacturers Association (BAAMA), Bangladesh Motorcycle Assemblers & Manufacturers Association (BMAMA). It was an event of international standard in line with other events organized by SIAM.

The entire Honda family is grateful to the visitors for visiting the stall and participating in the different activities and showing immense enthusiasm to Honda motorcycles.

Faithfully Yours

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