

Press release

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Dhaka, June 22, 2017

## **It's 'Time to Live' as Honda unveils new 110cc motorcycle "LIVO"**

Bangladesh Honda Private Limited (BHL) brought out a new model to the bike lovers on Jun 22, 2017. BHL ushered in the 'Time to Live', unleashing the new 110cc "LIVO". Ready to excite the aspirational first time bikers. Young generations of our society are aspirational and want to achieve their dreams with self-esteem. This segment represents a sweet spot for us and Honda's new motorcycle 'LIVO' will redefine their 'Time to Live'. LIVO is the curtain raiser of Honda's aggressive pace of new and exciting motorcycle models line up for Bangladesh.

### <Honda advanced 4 stroke Engine>

Powered by Honda Eco Technology (HET), the proven 110cc 4-stroke engine boasts of an improved combustion efficiency, which increases compression ratio allowing the New LIVO to deliver a class leading mileage of 74 kmpl\* (\*Mileage on Honda Mode). The pioneering Honda Intelligent Ignition Control System (HIICS) technology enables the engine to deliver power output as per load conditions.

### <Urban Stylish Design>

With urbane sharp looks and modern styling, the new LIVO has been conceptualized in accordance to the needs of a first time biker. A combination of sharp headlight and detailed air duct shape, lend an aggressive and premium front-look to the new LIVO. The dynamic tank shroud, a curved fuel tank, and black-alloy wheels give the new LIVO a sporty finish. The meter design is innovative while the side panel enhances LIVO's youthful & modern personality. A strong 2-piece designed modern muffler, followed by a fresh tail light & strong grab rail leaves a lasting impression on the onlookers, unlike any other motorcycle in the segment.

### <2 Years Warranty and Free Service>

With outstanding features, new looks, global Honda quality, along with environmental friendliness and optimal fuel efficiency which is 74kmpl, Livo offered with attractive warranty policy of "2 years or 20,000 km" whichever comes earlier, with 4 times of free Service.

### <Color Selection and the Suggested Retail Price>

LIVO introduce with 3 exciting color (Athletic Blue Metallic, Imperial Red Metallic & Black) via nationwide HEAD network available at the suggested price of BDT 135,500 (Disc Brake) included VAT will keep on satisfying Bangladeshi customers.



Faithfully yours,

**Yuichiro Ishii**

Managing Director and CEO

Bangladesh Honda Private Limited (BHL)

Attachment: Specifications (1 page)

## Honda 110cc “Livo” Specifications:

<b>Body Dimensions</b>	
Length	2020mm
Width	746mm
Height	1099mm
Wheel base	1285mm
Ground clearance	180mm
Kerb weight	111kg (disc)
Fuel tank capacity	8.5L
<b>Engine</b>	
Type	Air cooled, 4 stroke, SI engine
Displacement	109.19 cc
Max net power	6.10 kW (8.25 bhp) @7500 rpm
Max net torque	8.63 Nm @ 5500 rpm
Air filter type	Viscous paper filter
Starting method	Kick/self
<b>Transmission</b>	
No of gears	4
Gear pattern	N-1-2-3-4
<b>Tyres &amp; brakes</b>	
Tyre size (front)	80/100-18
Tyre size (Rear)	80/100-18
Tyre type (front)	Tubeless
Tyre type (rear)	Tubeless
Brake type & size (front)	Drum 130mm/Disc 240mm
Brake type & size (rear)	Drum 130mm
<b>Frame &amp; Suspension</b>	
Frame type	Diamond
Front	Telescopic fork
Rear	Spring loaded hydraulic
Battery	12V 3Ah (MF)
Head lamp	12V 35/35W