

## Honda launches the first Moto Scooter “DIO” in Bangladesh

- **Dio**, the first **Moto Scooter** with unique and fashionable style & LED headlamp arrives in Bangladesh
- **110cc, Automatic Gear (CVT)**, easy to ride scooter both for male & females
- **Honda Eco Technology (HET)** engine with **BS-IV** technology for optimum performance
- **Combi Brake System (CBS)** with **Equalizer** to support the braking
- Convenience to commute with **18 liters Under Seat Storage, MF Battery, Tubeless Tyres & Flat Foot Board with front hook**

**Dhaka, December 8<sup>th</sup> 2018:** Bangladesh Honda Private Limited (BHL) today launched the new youthful **Moto-Scooter DIO**, with a sleek, attractive body design and comfortable seating for two. Honda's Dio is the ideal scooter for your daily commute to work, to the shops or days out for trips. A well-established global Honda model embodies **110cc Honda Eco Technology (HET)** engine with **BS-IV**, that delivers **8PS of Power** and **9Nm of Torque**. The **Automatic Gear (gearless)** scooter is powered with CVT transmission for ease of riding and a better controlling power for riders. The **Drum brakes** at the front and the rear are offered with Honda's proprietary **Combi Braking System (CBS) with equalizer**, which links the front and rear brakes to provide swift, stable braking regardless of rider experience or road conditions. The Dio rides on a bottom-linked **Front Suspension** and a **Rear Monoshock Suspension**. The **10-inch wheels** of the Dio are covered with **Tubeless Tyres** and also offer under seat lockable **18 litter storage space** for keeping normal belongings.

### **Dio a Unique and Fashionable Styling Scooter**

Style inspired from the high end motorcycle and convenience of scooter makes Dio a perfect **Moto-Scooter**. The advance and longer lasting **LED headlamp** shines bright on road. As well, the front mischievous **LED**, the **Carved out tail light** add additional charms to its followers and enforces its presence on road. Also, the attractive **Analogue Meter, Dual Tone Sporty Body Color** stands out of ordinary and is appealing for the young at heart male and female riders.

### A Truly Excellent Performer

A superb combination mileage and performance of Dio is ensured by its 110cc Honda Eco Technology (HET) engine with BS-IV technique. The 8PS power and 9NM Torque ensures a powerful riding experience.

### Comfortable and Convenience Riding Experience

The **Automatic Gear (Gearless)** feature gives ease of riding and freedom to the riders in stop & goes traffic situations. Dio Convenience of **18 litter Under Seat Space** and **Front Hooks** where rider can keep their belongings safely and comfortably. The **Wider Seat**, the comfortable **Foot Board** allow all age persons to ride easily. **Maintenance Free (MF)** battery & **Tubeless Tyres** give a hassle free riding experience. With its Higher Ground Clearance Dio has less chances of body hitting in the uneven road or speed barkers.

Dio is supported with attractive warranty policy of “**2 years or 20,000 km**” whichever comes earlier, with four **free Services**.



Dio comes in exciting 2 colors in Bangladesh, **Sports Red** and **Candy Jazzy Blue**. Dio is available at Honda dealer showroom from 8<sup>th</sup> December 2018 with an attractive the suggested retail price of **139,000BDT (VAT included)**.

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## About Bangladesh Honda Private Limited (BHL)

Bangladesh Honda is committed to offering the highest-quality products at reasonable prices while contributing to society by providing people with the joy and freedom of mobility. Through these efforts, BHL will strive to be a company that society wants to exist in Bangladesh. Driven by strong passion, the company will take on new challenges to fulfill this mission.

Established in Bangladesh	: December 2012
Representative	: Yuichiro Ishii, Managing Director and CEO
Location	: Head office and factory- Abdul Monem Economic Zone, Char Baushia, Gajaria, Munsiganj, Bangladesh Dhaka Office- Crystal Palace (12 <sup>th</sup> Floor), House# 22, Road#140, Gulshan- 1, Dhaka-1212.
Capital	: 3.6 Billion Bangladeshi Taka
Capitalization ratio	: 70% Honda Group (Honda Motor Co., Ltd. and Asian Honda Motor Co., Ltd.) 30% Bangladesh Steel and Engineering Corporation under the Ministry of Industries
Business	: Import, production, and sales of motorcycles and parts
Employment	: 390 associates (as of November, 2018)
Sales models	: 7 models Models produced by BHL: Dream Neo 110, LIVO 110, CB Shine125, CB Trigger 150, CB Hornet 160R Imported CBU models: Dio 110, CBR150R
Factory land area	25 acres (with future expansion area)
Factory size	14,000 square meters (first phase)
Production capacity	100,000 units/year (as of November 2018)

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