

Honda launches stylish Dream Neo and Honda Livo in Bangladesh

- **Bangladesh Honda Private Limited (BHL)** launches its two new Localized Model Livo and Dream neo in 110cc segment with affordable price.
- **Honda Livo & Dream neo** manufactured with Honda global quality standard having dynamic features, stylish looks & graphic design, excellent mileage and comfortable for young generation.

Dhaka, January 18, 2019: Bangladesh Honda Private Limited (BHL), today launched two different new bikes, **Honda Livo** and **Dream Neo**, two well-established global Honda latest updated models embodied **110cc Honda Eco Technology (HET)** engine in 110cc segment as the first localization models just after inauguration of the new manufacturing factory in Munshigong in November 2018.

<Honda Livo 110- Most Stylish and advanced bike in the segment>

Honda Livo is the most stylish and advanced 110cc motorcycle in Bangladesh added **digital analogue meter** with service due indicator makes it advance and good look. It features a **sporty graphic design** with a hint of **energetic fuel tank** due to the tank extensions. The dynamic **Tank Shrouds, Body Color Mirrors, a Curved Fuel Tank, and Black Alloy Wheels** give **Honda Livo** a sportier demeanor. The strong **rear suspension** of **Honda Livo** gets **2-Piece Chrome, Plated Muffler**, followed by a fresh **Tail Light** and strong **Grab Rail**, making the whole motorcycle **more desirable** to ride. **Honda Livo's** dual ton visor gives it young and energetic look.

The **Honda Livo's** **longer wheelbase, 5-step Adjustable Rear Suspension, 180mm increased ground clearance**, and an upright handle position make it comfortable for both the rider and the pillion in all condition. Pillion rider **footrest position** is also more comfortable as the rider does not have to stretch the legs too much towards front.

With **180mm Higher Ground Clearance**, **Honda Livo** has less chance of body hitting the surface and comfortable riding on bad roads. **Honda Livo's Disc Brakes and Tubeless Tyre** enhance braking performance and reduce puncture. **Honda Livo's Seal Chain** is low maintenance and more durable which increases the life of the chain.

<Honda Dream Neo- Most practical bike in its segment>

Dream Neo has more appealing **Graphics, Chrome plated Grab Rail**. **Dream Neo** is way ahead of its competition models with its initial and **overtaking acceleration**. With **long seat**, travelling with the pillion rider will be comfortable & enjoyable. **Wider handle turning radius** makes it very convenient vehicle to ride in congested riding condition. Its **3D emblem adds premium-ness** and gives a **distinct class** to **Dream Neo**. Availability of **Black Alloy Wheels** and attractive body graphics improves its visual appeal.

Dream Neo' Upright Sitting Posture is more comfortable and gives fatigue free long rides. **Dream Neo's 720mm long seat** makes traveling in distance with pillion rider comfortable. **Dream Neo's Rear**



Suspension Stroke of 89mm, which makes it comfortable not only to rider, but also for the pillion rider. Its Front Suspension has 120mm suspension stroke which gives stability to the rider in tough or bad road condition. Dream Neo's longer and 1258mm wheelbase has the 179mm higher ground clearance, making it stable at higher speed and bad road condition. Dream Neo's Tubeless Tyre reduces the chance of immediate deflation in case of puncture.

<Both Models are powered by Honda Eco Technology 110cc Engine>

Powered by HET BS-IV, Honda Livo & Dream neo has 110cc 4-stroke air cooled engine produces 8.36PS & 8.63 PS NM Torque which can boast of an improved combustion efficiency, and increases compression ratio allowing it to deliver a mileage of 74 kmpl. which is at least nine percent higher than any other competitor.

The pioneering Honda Intelligent Ignition Control System (HIICS) technology enables the engine to deliver power output as per road conditions. This advanced technology ensures best combination of power, performance and mileage.

<Color and Price- Dream Neo and Livo>

Honda Livo comes in with three attractive colors - Athletic Blue Metallic, Imperial Red Metallic and Black while Dream Neo is available in three attractive colors Imperial Red Metallic, Black with Blue Strips, Black with Red Strips for Bangladeshi users. BHL offer both Dream Neo and Livo with attractive warranty policy of "2 years or 20,000 km" whichever comes earlier, with four free Services.

Dream Neo and Livo will be available in every Honda dealer showroom from 19th January, 2019 at the suggested retail price including VAT as follows

Dream Neo	97,000 BDT
Livo Drum	107,000 BDT
Livo Disc	116,000 BDT

Sincerely Yours,



Yujchiro Ishii
MD & CEO

Bangladesh Honda Private Limited

Attachment 1: About Bangladesh Honda Private Limited

Attachment 2: Honda Livo Specification

Attachment 3: Honda Dream Neo Specification

Attachment: 1. About Bangladesh Honda Private Limited

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 th 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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Attachment 2: Honda Livo Specification

Honda 110cc "Livo" Specifications:	
Body Dimensions	
Length	2020mm
Width	738mm
Height	1099mm
Wheel base	1285mm
Ground clearance	180mm
Kerb weight	111kg (disc)
Fuel tank capacity	8.5L
Engine	
Emission Standard	BS-IV
Type	Air cooled, 4 stroke, HET engine
Displacement	109.19 cc
Max net power	6.20 kW (8.31 bhp) @7500 rpm
Max net torque	9.09 Nm @ 5000 rpm
Bore	50.0 mm
Stroke	55.6
Compression Ratio	9.9:1
Air filter type	Viscous paper filter
Starting method	Kick/self
Transmission	
No of gears	4
Gear pattern	N-1-2-3-4
Max Speed	87 kmph*
Tyres & Brakes	
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
Frame & Suspension	
Frame type	Diamond
Front	Telescopic fork
Rear	Spring loaded hydraulic
Electricals	
Battery	12V 3Ah (MF)
Head lamp	12V 35/35W

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Attachment 3: Honda Dream Neo Specification

Honda 110cc "Dream Neo" Specifications:	
Body Dimensions	
Length	2009mm
Width	778mm
Height	1074mm
Wheel base	1258mm
Ground clearance	179mm
Kerb weight	107kg (disc)
Fuel tank capacity	8 L
Engine	
Type	Air cooled, 4 stroke, BS-IV engine
Cylinder Capacity	109.19 cc
Max net power	6.15 kW (8.25 bhp) @ 7500 rpm
Max net torque	3.63 Nm @ 5500 rpm
Bore	50.5 mm
Stroke	55.6
Compression Ratio	9.9:1
Air filter type	Viscous paper filter
Starting method	Kick/self
Transmission	
No of gears	4
Gear pattern	N-1-2-3-4
Max Speed	86 kmph*
Tyres & Brakes	
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
Brake type & size (rear)	Drum 130mm
Frame & Suspension	
Frame type	Diamond
Front	Telescopic fork
Rear	Spring loaded hydraulic
Electricals	
Battery	12V 3Ah (MF)
Head lamp	12V 35/35W

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