

Honda Launches New Livo With Combi Brake System

- **New Combi Brake System (CBS)** provides more effective & stable braking
- **New Advanced Stylish Tank Shroud** with **Sporty Graphics**, Digital Analogue Meter, Chrome Finish Muffler, Smart Grab Rail, Black Alloy Wheels & Disc Brakes are advanced features that livens rider's life
- **110cc Reliable HET Engine & 74 Kilometers Per Liter* Mileage** makes each ride economical
- **Sealed Chain, MF Battery, HET Tubeless Tyres** and **Viscous Air Filter** make every ride convenient
- **5 Step Adjustable Rear Suspension, Long Seat, 180mm High Ground Clearance, 1285mm Long Wheelbase** provide a stable and comfortable ride with pillion
- **Unique HET Tubeless Tyre Technology** reduces rolling resistance for higher fuel efficiency and provides high grip on road while braking for enhanced safety & convenience
- Two variants **New Livo CBS Disc & Drum** are equipped with Combi Brake System (CBS) technology & will be available in three colors nationwide from **21 June 2022**
- BHL has made additional investment for localization of new Livo & technology upgradation. **New Livo CBS price** starts from **BDT. 108,900 for Drum Variant & BDT. 119,500 for Disc Variant**

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Dhaka, June 21, 2022: Bangladesh Honda Private Limited (BHL), today launched **New Honda Livo CBS** exclusively designed as **advanced stylish commuting bike in 110cc segment** for the mass customers. Honda R & D developed new Honda Livo considering Bangladeshi customers need. New Livo CBS Disc is for customers who seek for more advance technology. On the other hand, new Livo CBS Drum is for value conscious customers.

Livo was introduced in Bangladesh on July 2017, with regular product upgrades, it has more than 60,000 satisfied customers in market.

Advanced Sporty Style

New Honda Livo CBS is further enhanced appeal by **Stylish Fuel Tank Shroud** with **Sporty Graphics** creates a unique stylish impression & premium look. **Digital Analog Meter** with **Service Due Indicator** provides convenience, **Black Alloy Wheel, Chrome Plated Muffler, Energetic Front Look** and **Curved Fuel Tank** keep the rider ahead of attraction.

Advanced Performance

Livo has **Honda Intelligent Ignition Control System (HIICS)** that adjust ignition time continuously. Honda's trusted **HET (Honda Eco Technology) 110cc Reliable Engine** with **8.43 Ps @ 7500 RMP** power delivers optimum city riding performance with a very **Good Power/Weight Ratio** providing **74 Kilometers Per Liter* Mileage** at Bangladeshi road condition. Livo CBS (Disc & Drum) braking performance is better and more safe.

Advanced Comfort & Convenience

The Honda Livo's **5-step Adjustable Rear Suspension, 1285mm Longer Wheelbase, 180mm Higher Ground Clearance, and Upright Handle Position** with a **Long Seat** make the ride very 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. All these comfortable features added to make Livo very comfortable bike for the riders.

Honda Livo's Disc Brakes and **HET Tubeless Tyre** enhance braking performance and reduce puncture. Its **Seal Chain** is low maintenance and more durable which increases the life of the chain. **Maintenance Free Battery** does not need to top up and **Viscous Air Filter** is convenient that rider can use up to 16,000km without cleaning. With **Short Turning Handle Angle**, Livo is easy to handle in traffic and narrow roads also. Overall, Honda Livo is very comfortable bike in 110cc advanced segment.

Mr. Shigeru Matsuzaki, Managing Director & Chief Executive Officer (MD & CEO) said, "*Bangladesh Honda Private Limited will continue to serve Bangladesh society with quality products with advanced technology at an affordable price. We continue to invest in Bangladesh for localization, capacity expansion and improve skills of local manpower to serve customers growing expectation from Honda*" He assured Honda's commitment for improved customer services and affordable products for higher customer satisfaction.

Mr. Naresh Kumar Rattan, Chief Marketing Officer explained, "*Livo is well accepted by Bangladeshi customers for its stylish look, good mileage, performance, comfort & ease to handle. Further, the new Livo CBS model will provide more effective braking & safety. With 160 Honda dealers 4S quality services, we continue to improve customer experience with Honda brand in Bangladesh.*"

for more information on the New Honda Livo CBS, please log onto (www.bdhonda.com), or (www.facebook.com/bdhondaofficial).

Available date & Price: New Honda Livo is available with three attractive colors - Athletic Blue Metallic, Imperial Red Metallic and Matte Axis Grey from 21 June 2022 at all Honda Exclusive Authorized Dealer showroom nationwide with attractive warranty policy of "2 years or 20,000 km" whichever comes earlier and four free Services. The suggested retail price including VAT as follows-

Livo Drum CBS: BDT.108,900

Livo Disc CBS: BDT.119,500

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