

Press release  
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## **“Own The Ride” as Honda unveils new CBR 150R motorcycle.**

Bangladesh Honda Private Limited (BHL) brought out a new model to the bike lovers on November 01, 2017. BHL ushered in the ‘Own The Ride’, unleashing the all new “CBR 150R”. Having so many experiences in world racing competition makes Honda believe that a true sport bike must be able to give exactly what the rider required whether it’s on a racing track or on road. That is why Honda developed Total Control concept. Not only focus in one aspect, but achieving total balance for excellence in each and every part of Honda sport bikes. Starting from the evolution of engine performance. Innovation on chassis with precise balance that gives perfect handling and maneuver. Also applying aerodynamic design and real racing features. All of this for one purpose only, to give rider full control on every track. This concept applied on Honda’s newest motor sport, The All New “CBR150R”.

### **Racing Style That Matters**

The All New Honda CBR150R comes with new generation of design and features that can awaken every rider’s racing imagination at first sight. The front side is shaped lower and slimmer to give rider clear vision and closer to the road. Supported with brighter LED lighting system with slimmer shape. New cockpit view design with slimmer Panel meter that has high visibility digital indicator and also Aeroplane Fuel Cap that enhancing more aggressive racing character. Every detail is designed to be lighter with centralized mass. This new look will make every rider can get the racing feeling that they want.

### **Moves At Your Own Will**

Honda believes that a sport bike should give precise reaction following every movement of the rider. This is why The All New CBR150R comes with truss diamond frame that enable balances between rigidity and flexibility. Also specially designed seat rail and pivot plate to achieve more sporty character. The bike is more compact because of shorter rear cowl but has extended swing-arm and wheelbase also equipped with Pro-Link suspension. It contributes for stability on broader road situation and every speed range. Narrowed and lower handle bar makes riding position more tight and more racing for agile riding. All of this is to fulfill what rider’s want for perfect handling and better stability in every road condition.

### **Power That Meets Your Desire**

The All New CBR150R is equipped with the new generation of DOHC-6 speed engine that gives strong low-mid torque to achieve better power control. Also dedicated setting in high rev for aggressive riding in racetrack, engine mount that has 40° angle, increasing the throttle body diameter for intake efficiency and also 11,3 compression ratio. All of this is to give endless power since the first acceleration until it reach the top speed with a very long performance range. Also equipped with low friction technology for better fuel efficiency and increasing the engine performances. As result, rider gets the power to keep everything under his control.

### **Color Selection and the Suggested Retail Price**

CBR150R introduce with 2 exciting color (MotoGP Edition and Racing Red) via nationwide HEAD network available at the suggested price of BDT 4,52,000 for MotoGP Edition and BDT 4,50,000 for Racing RED included VAT will keep on satisfying Bangladeshi customers.



**MotoGP Edition**



**Racing Red**

**2 Years Warranty and Free Service**

BHL offer the “CBR150R” with attractive warranty policy of “2 years or 20,000 km” whichever comes earlier, with 4 times of free Service.

Faithfully yours,

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

Attachment: Specifications (1 page)

### **CBR150R Specifications:**

<b>Engine</b>	
Engine Type	4-Stroke, DOHC, 4-Valve, 6 Gear, MotoGP DNA
Cooling System	Liquid Cooled with Auto Fan
Max Power	12,6 kW (17.1 PS) / 9.000 rpm
Max Net Torque	14,4 Nm (1,47 KKGf.M) / 7.000 rpm
Fuel System	PGM-Fi
Air Filter Type	Viscous Paper Filter
Starting method	Self
<b>Tyre &amp; Brake</b>	
Tyre Size (Front)	100/80 - 17 M/C 52P [Tubeless]
Tyre Size (Rear)	130/70 - 17 M/C 62P [Tubeless]
Brake Type & Size (Front)	Hydraulic Disc
Brake Type & Size (Rear)	Hydraulic Disc
<b>Suspension</b>	
Rear Suspension	Pro-link Mono Shock Suspension
<b>Electricals</b>	
Battery	12 V - 4 Ah MF Battery
Head Light	12 V 35/35 W
Rear tail Light	LED Light
<b>Body Dimension</b>	
Lenght x Width x Height	1983 x 694 x 1038
Seat Height	787mm
Ground Clearance	166mm
Kerb Weight	135kg
Fuel Tank Capacity	12 L