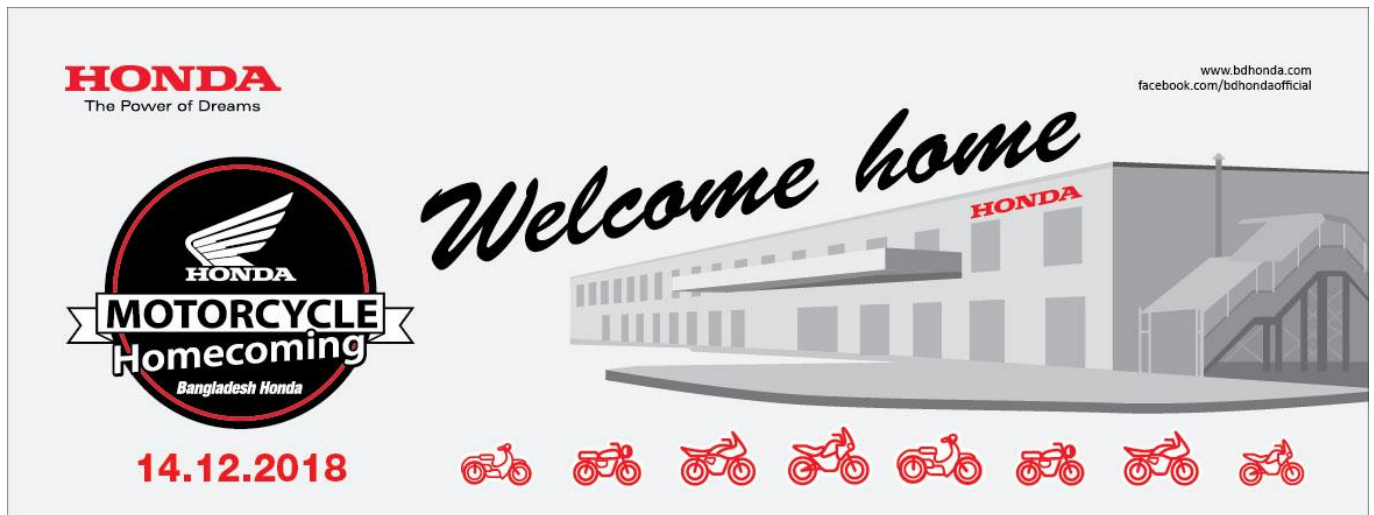


Bangladesh Honda Private Limited Organizes “Honda Motorcycle Homecoming” and Customer Appreciation Event for Honda users in Bangladesh

Dhaka, December 14– Honda, the world’s no.1 motorcycle company , showcased its firm commitment to Bangladesh motorcycle customers with organizing a first of its kind customer appreciation event in Bangladesh as “Honda Motorcycle Homecoming”2018,

Inspired by the global program of Honda Motorcycle Homecoming event in its mother plant at Kumamoto, Japan, the event facilitates customer to have a firsthand experience of Honda manufacturing, factory tour, fun riding experience activities and Honda global experience sessions with the management team.

Honda motorcycle users showed an immense interest to join the Homecoming program through the official Bangladesh Honda Facebook page (facebook.com/bdhondaofficial) and Honda official website (www.bdhonda.com).



The first registered users were invited to attend the “Honda Motorcycle Homecoming”at its manufacturing plant at AMEZ, Gazaria, Munshiganj.

The Honda users, largely CB Hornet, CBR150, CB Trigger models ,thronged early at the factory premises. Welcoming warmly the users Mr.Yuichiro Ishii, CEO and Managing Director of Bangladesh Honda Private Limited expressed the gratitude to be a part of Honda and giving chance to Honda team to serve them. He

shared “ BHL will continue to lead the development of the country’s motorcycle industry and contribute to the industrialization of Bangladesh. Customer first is our guiding principal and with global best practices, we will realize the highest customer satisfaction by nationwide 3 S Dealership setups”

The key officials with Global Honda experience , Naresh Kumar Rattan, Sr.Vice President Sales, Yoshihiro Koike, General Manager Production and Kazuyoshi Akisawa, General Manager Service shared their global Honda experience in various countries and assured their commitment for most effective customer support systems from Bangladesh Honda motorcycle customers.

Shah Muhammad Ashequr Rahman, Assistant General Manager Finance and Md. Ismail Bhuyian, Senior Manager Sales & Md. Nahin, Senior Assistant Manager Production Control supported the customers for factory tour, test ride experiences, and the exciting fun motorcycle riding activities. The day ended with prize giving and Honda memorabilia handover ceremony followed by some entertaining moments by celebrated DJ of the country, DJ Sonica.

“Honda Motorcycle Homecoming” will be organized regularly once a year for Honda motorcycle customers and enthusiasts to closely look at Honda’s manufacturing facilities , enjoy the fun riding and have face to face Interaction with the Bangladesh Honda Company management as part of One Global Honda Family.

Bangladesh Honda aspires to enrich the lives of peoples by providing high quality products and services thru’ 3S dealerships nationwide.

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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