



**Bangladesh Honda Private Limited**  
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## **Bangladesh Honda Launches New Honda CBR 150R**

- **Bangladesh Honda Private Limited (BHL) launches new premium sports model Honda CBR150R with Anti-Lock Braking System (ABS)**
- **Sporty design with new visor & front cover, new panel meter color, sportier front & racing stripes & unique LED headlight**
- **DOHC 6-Speed engine with PGM-FI technology**
- **Advanced customer convenience features like new emergency stop signal, utility space, adjustable front & rear suspension and tubeless tyres**

**Dhaka, July 7, 2019:** Bangladesh Honda Private Limited (BHL) today launched its new, premium sports 150cc motorcycle – **CBR 150R** which comes with **Anti-Lock Braking System** to provide more stable braking without being locked. It also features with **DOHC 6-Speed** engine which has **PGM-FI** technology.

### **Style Design:**

With the **sportier front & racing stripes** with full racing cowl, attractive visor and unique LED headlight, the new CBR 150R is conceptualized to be the rider topmost sporty and racing machine. The panel meter has new color with **gear indicator** along with all necessary information like clock & fuel indicator. It also supported with **brighter LED lighting** system with slimmer shape give sporty image. The combination of **new visor & front cover** is very attractive. The new **wavy disc brake** with alloy design wheels add racing look.

**Performance:**

New Honda CBR 150R is equipped with a DOHC 6-Speed liquid cooled engine which provides powerful performance of 17.1 PS @ 9000 rpm power and 14.4 Nm @ 7000 rpm torque with responsive acceleration. The **Programmed Fuel Injection (PGM-FI)** ensures fuel efficiency offering high performance & good torque. In terms of braking, CBR 150R has **Anti-Lock Braking System (ABS)** technology which prevents the wheels to be locked during sudden braking or in slippery road conditions.

**Comfort and Convenience:**

New emergency stop signal will automatically turn on at the front & rear during emergency brake. The **new adjustable front suspension** is comfortable according to adjustment for the rider. **Pro-Link suspension** at the rear contributes for stability on broader road situation and every speed range. It ensures absolute control because of its lightweight. The **high ground clearance** can comfortably manage to ride on rough roads and the **long wheelbase** provides more stable & comfortable riding experience. Honda has equipped the new CBR 150R with **tubeless tyres**, reducing the chances of immediate deflation in case of puncture. No top up required in entire life of **MF battery** and **viscous Air Filter** is free from cleaning & has to be replaced only after 16,000 kms.

The **New Honda CBR 150R** will be available in two colours - **MotoGP Edition** and **Matte Black**. Customer will get attractive warranty policy of "2 years or 20,000 km" whichever comes earlier, with 4 free Services.

New CBR 150R will be available in every Honda dealer showroom from 8<sup>th</sup> July, 2019 at the retail price of CBR Repsol MotoGP Edition BDT. 480,000 with ABS braking. & the Matte Black (Double disc) BDT. 450,000 including VAT.

<b>Established in Bangladesh</b>	<b>: December 2012</b>
<b>Representative</b>	<b>: Himiniko Katsuki, Managing Director and CEO</b>
<b>Location</b>	<b>: 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.</b>
<b>Capital</b>	<b>: 3.6 Billion Bangladeshi Taka</b>
<b>Capitalization ratio</b>	<b>: 70% Honda Group (Honda Motor Co., Ltd. and Asian Honda Motor Co., Ltd.) 30% Bangladesh Steel and Engineering Corporation under the Ministry of Industries</b>
<b>Business</b>	<b>: Import, production, and sales of motorcycles and parts</b>
<b>Employment</b>	<b>: 390 associates (as of November, 2018)</b>
<b>Sales models</b>	<b>: 8 models 110 cc - Livo, Dream Neo, Dio (Scooter) 125 cc - CB Shine SP (New), CB Shine 150 cc - CB Trigger, CBR 150R 160 cc - CB Hornet 160R</b>
<b>Factory land area</b>	<b>25 acres (with future expansion area)</b>
<b>Factory size</b>	<b>14,000 square meters (first phase)</b>
<b>Production capacity</b>	<b>100,000 units/year (as of November 2018)</b>

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Faithfully Yours

  
Himiniko Katsuki  
Managing Director  
Bangladesh Honda Private Limited (BHL)