

Press release

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**Honda introduce “LIVO” Drum Brake version.**

Bangladesh Honda Private Limited (BHL) brought out a new stylish model, 110cc “LIVO,” to the bike lovers on Jun 22, 2017 with the tagline ‘Time to Live’ and introduces LIVO with Drum Brake version today to meet with the wide range of the customers’ demands. .

Since its introduction in June 2017, the LIVO, which has redefined the stylish sports youth category in 100-110cc motorcycle segment, has received an excellent response from customers, especially the aspirational first time bikers.

<Color Selection and the Suggested Retail Price>

Same as LIVO Disc Brake version, LIVO Drum brake is also introduced with 3 exciting colors (Athletic Blue Metallic, Imperial Red Metallic & Black). The new LIVO Drum Brake version is attractively priced at the BDT 130,000 included VAT (the suggested retail price) and is available at the nationwide HEAD (Honda Exclusive Authorized Dealer) network from today.

For more details, please visit [www.bdhonda.com](http://www.bdhonda.com).

Faithfully yours,

**Yuichiro Ishii**

Managing Director and CEO

Bangladesh Honda Private Limited (BHL)