

## Honda Launches All New CBR 150R in Bangladesh

- **All new CBR 150R** is the **Real sports bike** with the racing sensation & **Total control**
- **New Unique LED headlight** provides an aggressive and attractive look.
- **New Sportier & Aggressive front look** gives confidence of attraction and style.
- **New Visor & front cover** gives an attractive look.
- **New Racing full cowling** gives a sporty appearance.
- **New Assist slipper clutch** for easy coordination of the speed and braking without losing traction.
- **New Inverted front suspension** absorbs more shock from the road and gives full riding confidence of ups & down road condition.
- **Anti-Lock Braking System (ABS)** gives maximum confidence of braking.
- **Hazard lights** automatically turn on during emergency braking.
- **160mm high ground clearance & 1310mm long wheelbase** provides stability and comfort on rough roads.
- Attractively priced **BDT. 538,000**, CBR 150R is available in **Tricolor** at all Honda Exclusive Authorized Dealer showrooms nationwide.

**Dhaka, June 8, 2021:** – Bangladesh Honda Private Limited (BHL) launched the **All New CBR 150R** high-performance full fairing sports motorcycle with a **racing character** that has a lot of **new attractions** for Bangladeshi customers. The best performance and handling emphasize the strength of a **true sports motorcycle**, have more advanced features, and come with a **big bike-style design** that creates an aggressive impression at the first sight.

The concept of "**Total Control**" which is the basis for the development of every part of this full fairing sports motorcycle boils down to one goal, which is to provide complete control that is **fun as the rider desires**. The All New CBR 150R is the answer to the growing needs of sports motorcycle lovers who like an **aggressive, sophisticated, up-to-date, lightweight, agile, comfort and sporty design** for everyday use in urban areas. The agility of this latest model is also supported by the embedding of the latest **assist/slipper clutch** and **inverted front suspension** features.

### Design Package

The All New CBR 150R design package maintains an aggressive body with **lots of sharp angles**. Some parts are getting more muscular, but still light. The feel of the big bike is very thick, thanks to various changes on almost all sides, especially obtained from the **aggressive design LED lights** that **adopt the CBR 250RR DNA**.

The All New CBR 150R is a full fairing sports motorcycle with the **best riding position in its class**. The latest changes have led to an increasingly aggressive **forward-leaning style**, presenting the imagination of a racer who is ready to make a start.

The "**racy**" riding style is supported by the inverted front suspension. This component can increase daily **riding stability**, especially **when riding at high speeds**. In addition, the new suspension makes handling even more agile, confirming this model as a **full fairing sports motorcycle** with the best control that fits the needs of urbanites.

## New Features

Its high performance is supported by a **150cc DOHC liquid-cooled engine**, capable of producing a maximum power of up to **12.6 KW (17.1 PS) @ 9,000 rpm** and a peak torque of **14.4 Nm @ 7,000 rpm**. Combined with a **6-speed transmission**, this machine can bring the All New CBR 150R from 0-200 meters in just 10.6 seconds, and a maximum speed of 127 km/hour.

The **Assist/Slipper Clutch** feature is now part of the All New CBR 150R which can increase the sensation of pleasant riding. Slipper Clutch functions to **prevent the rear tire from slipping** caused by the engine brake during extreme downshifts. Through the application of this feature, the rider can also experience a **much lighter clutch operation**.

The All New CBR 150R is still supported by many other excellent features, including the **Anti-lock Braking System (ABS)** accompanied by **Emergency Stop Signal (ESS)**. This feature has been applied to several big bike models, which functions to activate the right-left turn signal simultaneously when making sudden brakes.

Another excellent feature, namely maintaining the **wavy disc brakes** which emphasizes a sporty appearance. All the information that the rider wants is displayed through an easy-to-view, **fully digital slim meter panel**.

BHL is manufacturing full product range from 110cc to 160cc for the Bangladeshi mass people at an affordable price. For advanced customers, BHL introduce Honda Global Model CBR150R today. CBR has historical legacy worldwide for its outstanding sporty and racing sensational performance. Carrying the DNA Honda, R & D developed CBR 150R to give racing riding pleasure to the customers, said by **Mr. Mutsuo Usui, Managing Director & CEO, Bangladesh Honda Private Limited**.

CBR 150R customers expect latest technology, superior features & enhanced style. All New CBR 150R is equipped with Dual Channel ABS, Assist/Slipper Clutch, Inverted front suspension and aggressive racing design. New CBR 150R is the "Agile Partner" with Total Control of driving pleasure in every situation, said by **Mr. Naresh Kumar Rattan, Senior Vice President, Sales & Marketing**. It will be available in **Tricolor** at an attractive price of **BDT. 538,000**.

For more information on the Honda CBR 150R, please visit ([www.bdhonda.com](http://www.bdhonda.com)), or ([www.facebook.com/bdhondaofficial](https://www.facebook.com/bdhondaofficial)).

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Faithfully Yours



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