

# Honda launches new XBlade with advanced, Xpressive & Futuristic Design

## Xpressive & Sporty Character

- <sup>New</sup> **Advanced and Futuristic graphics with Robo-faced LED Headlamp**
- **Powerful HET Engine:** Advanced & efficient 163cc HET engine with 59 Kmpl\* mileage
- **Front petal disc brake** for effective braking and better control

## Excellent Convenience & Comfort

- **Street-Tech full digital meter** with advanced features like Gear Position Indicator, Digital Clock & Service Due Indicator, Fuel indicator, Trip Kilometer
- **Rear Mono Shock** suspension provides better stability and handling.

## Advanced Style

- Cut through the dark in style with **Robo-faced LED headlamp**.
- **Sharp sculpted fuel tank design** with <sup>New</sup> **Xpressive & Futuristic Graphics**

## Exclusive value for customers

- Warranty policy of **"2 years or 20,000 km"** whichever comes earlier, with **5** free services.
- Attractively priced at **BDT. 195,000** available at all Honda Exclusive Authorized Dealer Showrooms nationwide from **February 06, 2024**.

Dhaka, February 06, 2024: Extending 160cc Motorcycle segment further, Bangladesh Honda Private Limited unveiled the "new XBlade 2024" today.

Introducing new XBlade 2024, **Mr. Shigeru Matsuzaki, Managing Director & CEO** said, "Honda's global vision is to provide people with the joy of expanding their life's potential through affordable and quality mobility solutions." He also expressed his gratitude to the **60,000** Bangladeshi customers who trusted Honda and chose the XBlade since its introduction in Dec 2019. The new XBlade 2024 is designed to meet the aspirations of success-oriented young enthusiasts.

While explaining the XBlade features, **Shah Muhammad Ashequr Rahman, Chief marketing Officer** shared that, "The generation which aspires to be an '**All Rounder**' will find it hard to resist Honda's globally acclaimed superior technology delivering a perfect blend of performance & Style which will **"Ignite New Thrills"** with its Xpressive & Futuristic design. We are hopeful that the new XBlade 2024 will win the heart of Bangladeshi customers as it has advanced technology along with elegant, vibrant and radiant appearance.

### Xpressive & Futuristic Style

The new XBlade is designed with precision to compliment the attitude of millennials and Generation-Z. Cut through the dark in style with **Robo-faced LED headlamp** while leaving a mark on your followers with the **Razor-edged LED tail lamp**. Adding sportier demeanor to XBlade is the **Sharp Sculpted tank design** and **Dual Outlet Muffler**.

It's Xpressive and futuristic design is further accentuated by **link type gear shifter, twisted grab rail, stylish <sup>New</sup>wheel stripes, sporty under cowl & front fork cover, <sup>New</sup>sharp side covers** and **hugger fender**. **<sup>NEW</sup>Xpressive graphics** on fuel tank and side covers enhance the identity of XBlade.

### Excellent Performance

For the one who embrace technology without compromising on looks, the XBlade strikes the perfect balance between sportiness and practicality.

At the heart of XBlade ticks Honda's mid-size advanced **160cc HET (Honda Eco Technology) engine** to provide greater performance and superior efficiency.

The **Advanced & efficient engine** is designed to deliver superior efficiency with superior **59\* Kmpl Mileage**. The engine has a high compression ratio, spiny sleeves, needle bearing rocker arm and counterweight balancer for smooth and powerful performance with reduces vibrations and helps in delivering smooth acceleration from low to high rpm.

### Excellent Control & Convenience

The **Street-Tech digital meter** comes with advance features- **Gear Position Indicator, Digital Clock, Service Due Indicator, Trip Kilometer & Fuel Indicator**. XBlade is equipped with the **Hazard switch** that warns other drivers in low visibility situations.

The Petal disc brake dissipates heat effectively improving braking efficiency & provides better control. The high-performance **Rear Mono Shock** suspension offers superior riding comfort and excellent stability.

Being an all-rounder, the stylish XBlade offers the **130mm wide rear tyre with hugger fender** that hands rough roads well and a **long & wide seat** with ample space that accommodates the rider and the pillion comfortably. **Seal chain** requires less adjustments and reduces maintenance cost.

### Price & colors

The new XBlade is available in Three stunning colors – **Sports Red, Matte Steel Metallic** and **Strontium Silver Metallic** at all Honda Exclusive Authorized Dealer (HEAD) showrooms nationwide. The price for new XBlade 2024 is **BDT. 195,000**.

To know and “**Ignite New Thrills**” with new XBlade 2024, customers may visit Honda Exclusive **Authorized Dealer** (HEAD) from **February 06,2024**. Besides, customers can know more from [www.bdhonda.com/xblade](http://www.bdhonda.com/xblade) & [facebook.com/bdhondaofficial](https://facebook.com/bdhondaofficial) and Hotline No. **08000430430**

Sincerely yours,

Shigeru Matsuzaki  
Managing Director & CEO  
Bangladesh Honda Private Limited

Sincerely yours,

Shah Muhammad Ashequr Rahman  
Chief Marketing Officer  
Bangladesh Honda Private Limited