

Honda Launches New Shine 100

- New **tubeless tyre** for better convenience to rider.
- New **attractive graphics** with refreshed fuel tank logo.
- New **5 step adjustable suspension** provides better comfort.
- **100cc** engine powered by **eSP (Enhanced Smart Power)**.
- **Combi-Brake System (CBS)** activates both brakes by pressing foot pedal only, leads to most effective & stable braking.

Exclusive value for customers

- Warranty policy of **"2 years or 20,000 km"** whichever comes earlier, with **5 free services**.
- Attractively priced at **BDT 111,000**.
- Available at all Honda Exclusive Authorized Dealer Showrooms nationwide from **16th November 2025**.

Dhaka, November 16, 2025: Bangladesh Honda Private Limited (BHL) today announces the launch of its newly enhanced Honda Shine 100 commuter motorcycle, designed to deliver greater personalization and comfort for Bangladesh's everyday riders. With sleek new graphics and a five-step adjustable rear suspension, the updated Shine 100 raises the bar for practicality and style in the 100cc segment.

Mr. Susumu Morisawa, 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. To fulfil the customer's demand, we are committed to introduce continuously new model, update features, technology and colors."

Chief Marketing Officer, Mr. Shah Muhammad Ashequr Rahman said, "As a front-runner in the commuter segment, BHL continues to delight customers with convenience, comfort, and low running costs. The Shine 100 marked a new milestone in the 100cc category with its simple, durable design and easy handling—perfect for daily commuting in rural and semi-urban areas for their daily mobility. Built on Honda's trusted legacy, this model delivers a superior and comfortable riding experience through its efficient engine and good mileage with advanced technologies."

Superb Styling

Elegant style is complimented by its overall **new graphic** theme of new Shine 100 gives a pleasant look to the bike. **Simplistic Instrument console** glorifies its mature character. **The sturdy aluminum grab rail** is both elegant and durable. **All black alloy wheels** accentuate the overall look of the bike. **Sleek & distinguished silencer** compliments the smooth style of the bike. Bright bold tail lamp gives an imposing rear look to the bike.

Reliable Performance - Honda Engine

New Shine 100 has 100cc engine which is **light weight and efficient** with the finest innovation producing optimum performance, enhanced maneuverability, and superb mileage delivering highest value to customers. **Tumble flow reduction, friction reduction and improved mileage** is powered by **eSP (Enhanced Smart Power)**. Shine 100 is equipped with **combi brake system (CBS)** to enhance safety by distributing braking force intelligently between the front and rear wheels. Its **outstanding fuel efficiency** reduces cost in every ride.

Comfort & Convenience

New Shine 100 comes with New **tubeless tyres** for more convenience and **5 step adjustable suspension** allows riding on all road conditions. It gives extra stability to the rider and pillion during vibration. The **long and comfortable seat** of new Shine 100 makes ample space for rider and pillion to ride any distance comfortably. Low seat height allows **easy ground touch** for average height Bangladeshi customers. **Viscous Air Filter** lasts long without cleaning & **maintenance Free (MF) battery** does not need any top up or frequent maintenance. **Long wheelbase** and a **high ground clearance** give stability at high speed and bad road conditions and confidence to the rider.

Price & colors

The new Shine 100 is available in 3 stunning colors – **Red, Blue** and **Grey** at all Honda Exclusive Authorized Dealer (HEAD) showrooms nationwide. The price for new Shine 100 is **BDT 111,000**.

To avail the new Shine 100, customers may visit Honda Exclusive Authorized Dealer (HEAD) from 16th November 2025. Besides, customers can know more from www.bdhonda.com/shine-100/index & <https://www.facebook.com/bdhondaofficial> and Hotline No. 08000430430.

Sincerely yours,
Susumu Morisawa
Managing Director & CEO
Bangladesh Honda Private Limited

Sincerely yours,
Shah Muhammad Ashequr Rahman
Chief Marketing Officer
Bangladesh Honda Private Limited

