

# HONDA

## Bangladesh Honda Private Limited

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## Honda Launches New SP125 With Refined Style

- **New Idling Stop System (ISS)** automatically turns off the engine during short stops
- **New Dynamic Tank design** with sporty side shroud and **Refreshed new Stylish Graphics** provide sporty look & create a strong impression
- **New Futuristic LED Headlamp** and **New M Shaped LED Taillight** add more sportier character creating a strong impression
- **New Maintenance free battery** upgraded to 5A
- 125 cc PGM-FI powered by eSP(Enhanced Smart Power) with ACG starter
- **Combi Brake System (CBS)** leads to most effective breaking.
- **Full digital Meter** with advance display including **Gear Position** and **Service Due Indicator**
- **Side Stand Engine Cut OFF S/W** with **Side Stand Indicator** for enhanced safety and peace of mind
- **Integrated Engine Start/Stop S/W** is more convenient for the rider
- Class leading **Mileage** reduces regular running cost

Dhaka, 9<sup>th</sup> February 2026: Bangladesh Honda Private Limited (BHL) today introduced its newly enhanced Honda SP125 with premium style, advance technology and comfort. Equipped with advance convenience and safety features to meet and exceed the demand of customers of Bangladesh.

Mr. Susumu Morisawa, Managing Director & CEO, stated, "Honda's global vision is to enhance people's lives by expanding their potential through affordable, high-quality mobility solutions. To meet evolving customer demands, we remain committed to continuously introducing new models, along with updated features, advanced technology, safe ride with attractive color options."

To introduce new SP125, Chief Marketing Officer, Mr. Shah Muhammad Ashequr Rahman, said, "As a front-runner in the commuter segment, Bangladesh Honda Private Limited continues to deliver greater convenience, comfort, and low running costs for everyday riders. The new SP125 reflects a strong focus on smart technology, efficiency, and everyday comfort along with smart sportier look. Equipped with advanced features like **Idling Stop System (ISS)** that enhance mileage, safety, and ease of use, the motorcycle delivers a smooth and reliable ride. Its **new sporty design**—highlighted by **new edgy graphics**, a metal tank shroud, and a **futuristic headlamp** with an **updated M shaped tail lamp**—adds a bold visual appeal. Comfortable ergonomics, a refined transmission, and stable suspension make it ideal for daily commuting, while modern accents and confident lighting ensure a strong road presence."

### Premium Styling

The new SP125 is enhanced by sharp **new edge graphics** and a dynamic fuel tank design with side shrouds, reflects supreme sporty style, strong impression and great look. The **new futuristic LED headlamp** and the bold rear stance is elevated with a distinctive **new M-shaped tail lamp**, not only ensures sportier look but also ensures smooth and safe riding experience. The **sporty split alloy wheels** with a 5-spoke, 10-touch-point design exude an energetic spirit and a strong design from every angle. Completing the look, the chrome-finished muffler cover adds a refined, premium touch

### Advance Technology

Experience smarter, smoother, and more efficient riding with the new SP125, packed with first-in-segment technologies including OBD-2A compliance, 125cc eSP engine, ISS, ACG Silent Start, PGM-FI, advanced friction-reduction technology, and an externally accessible fuel pump for easy maintenance. The **New Idling Stop System (ISS)** boost fuel efficiency and reduces noise, vibration, and emissions during short stops, while the **Silent Start System with ACG motor** ensures quiet, vibration-free ignition with minimal power consumption. Powered by an advanced OBD-2(A) compliant engine, the SP125 keeps you safe with timely alerts, and **PGM-FI** technology optimizes the air-fuel mixture for complete combustion, better mileage, lower emissions, and effortless single-attempt starts. The eSP engine delivers cutting-edge performance and **class-leading mileage**. Besides, having easy-access fuel pump outside the fuel tank for hassle-free maintenance. The fully digital meter keeps you informed with speedometer, service due indicator, clock, fuel indicator, gear position indicator, side stand and eco indicators, while the advanced 3-mode fuel efficiency display shows real-time fuel efficiency, distance-to-empty, and overall fuel consumption. Safety features like **side stand indicator** and **CBS** ensure reliable, confident, safe and efficient riding every day.

### Advance Comfort

Advanced comfort is built into every detail, starting with a long, comfortable seat while experiencing a convenient cornering and turning that ensures comfortable riding even on extended journeys. The smooth **5-speed gearbox** gives a smoother ride on high-speed significant reduction in vibrations on top, while the **5-step adjustable rear suspension** enhances ride quality across varying road conditions. A long wheelbase adds stability, and highground clearance ensures a stress-free ride over rough roads and bumps without compromising comfort on any route.

### Advance Convenience

Advanced Convenience redefines comfort by blending intelligent technology with everyday smooth riding experience. The headlamp beam control and passing signal are combined into a single switch, letting riders with easier operation. The gear position indicator keeps you informed on the go, while the service due indicator ensures timely maintenance for hassle-free ownership. The Seal Chain feature ensure durability and increase the chain life. The SP125 also comes with a **5A maintenance-free battery** and viscous air filter, delivering a reliable, enjoyable ride in any environment.

### Price & Color Details

The new SP125 is available in 4 stunning colors – **Peral Siren Blue, Mate Marvel Blue Metallic, Imperial Red Metallic** and **Black** at all Honda Exclusive Authorized Dealer showrooms nationwide. The price for new SP125 is **BDT 167,000.**

To avail the new SP125, customers may visit Honda Exclusive Authorized Dealer from 9<sup>th</sup> February 2026. Besides, To know more about product details customers can <https://www.bdhonda.com/> or <https://www.facebook.com/bdhondaofficial> or Hotline No. 08000430430.

*S. Morisawa.....*

Approved By

Susumu Morisawa

MD & CEO