

**Press Release**

No: 60 – PR/BHL/2018

Dhaka, August 5, 2018

**Subject: Honda Launched the Moto Scooter “Dio” in Bangladesh.**

Bangladesh Honda Private Limited (BHL) has launched the Honda Dio, 1<sup>st</sup> Moto Scooter in Bangladesh on August 2018. The iconic style Honda Dio is a well established global model with 110cc engine displacement, which delivers 8bhp and 9Nm of torque through a CVT transmission. The Dio rides on a bottom-linked front suspension and a rear monoshock. The 10-inch wheels of the Dio are covered with tubeless tyres. Honda’s proprietary combi braking system makes Honda safest and enjoyable for rides and co-passages on all kind of roads.

**Sporty Style:**

Honda Dio is a “Moto scooter” iconic design inspired by global trends in high end bikes with new body mounted head light. Dio has been made irresistible than ever with its sporty graphics reinforces sportiness & Moto Scooter concept. Dio’s real essence of a fashionable fun scooter ride is perfectly complemented by its dual tone colors. Curved out tail light, analogue head turner, position lamp, enforces it’s presence on road. New edgy analogue meter design makes its rider enjoy every ride with easy visible controls.



Candy Jazzy Blue

Sports Red

**HET, BS-IV Engine:**

Honda’s quest for continuous improvement is significant with friction seduction in engine component, improvement in cooling efficiency. The new HET (Honda Eco Technology) BS-IV engine delivers a mileage of 55 kmpl (under Honda test mode). That is significant better than other models available in market. HET engine also has high ignitable spark plug, optimize pulley conversion ratio to improve engine performance.

**Reliability & Convenience:**

Safety first is Honda’s philosophy for mileage two wheelers. Application of both Front and Rear Brakes leads to most effective braking. Combi brake system reduces the stopping distance without losing the stability as compared to conventional braking. Dio is equipped with tubeless tyres that reduce chances of sudden deflation in case of puncture. Now, ample amount of under seat storage space and front foot board space with hook to keep your belongings.

Honda Dio Scooter in Bangladesh comes in 2 new electrifying accents colors– Sports Red, & Candy Jazzy Blue.

BHL offer Dio with attractive warranty policy of “2 years or 20,000 km” whichever comes earlier, with four free Services.





**Bangladesh Honda Private Limited**  
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Office : Crystal Palace (12th Floor), House # 22  
Road # 140, Gulshan-1, Dhaka-1212, Bangladesh.  
Phone : + 880-2-9858361  
Website : www.bdhonda.com

Dio will be available in every Honda dealer showroom from 5<sup>th</sup> August 2018 with an attractive retail price of BDT 136,000 (including VAT).

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**Company Information:**

Bangladesh Honda Private Limited (BHL) operates in a single industry segment in Bangladesh under a joint venture between Honda Motor Company Limited, Japan and Bangladesh Steel and Engineering Corporation (BSEC) under The Ministry of Industry, The Peoples Republic of Bangladesh. Bangladesh Honda Private Limited is always committed for **Change The Life** with affordable mobility.

**About Bangladesh Honda Private Limited (BHL):**

Established : December 2012  
Representative : Yuichiro Ishii, Managing Director and CEO  
Location : Gazipur, Bangladesh  
Capital investment : 610 million Bangladeshi Taka  
Capitalization ratio : 70% Honda Motor Co., Ltd. 30% BSEC  
Business : Import, production and sales of motorcycles and motorcycle parts

**The Office of Bangladesh Honda Private Limited:**

Corporate Office : Crystal Palace, House # 22, Road # 140, Gulshan-1, Dhaka  
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Existing BHL plant : Gazipur, Bangladesh  
New BHL plant : Abdul Monem Economic Zone, Char Baushia,  
Gajaria, Munsiganj, Bangladesh

Faithfully Yours

Yuichiro Ishii  
Managing Director and CEO  
Bangladesh Honda Private Limited (BHL)