



**Bangladesh Honda Private Limited**

Factory : Abdul Monem Economic Zone, Char Baushia  
Gazaria, Munshiganj-1510, Bangladesh.

Office : Crystal Palace (12th Floor), House # 22  
Road # 140, Gulshan-1, Dhaka -1212, Bangladesh

Phone : +880-2-9858361

Website : www.bdhonda.com

Press Release

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### Honda CB Hornet 160R Announced "Thank You Campaign"

Honda CB Hornet 160R, the most rocking model in the naked street sports bike segment, has clocked more than 10,000 customer's hearts in a very swift time since launching. Bangladesh Honda Private Limited (BHL) announced "Thank You campaign" from December 15, 2018 to December 31, 2018 to celebrate the fastest growing Hornetian breed. Under this celebration each new purchaser will enjoy the cool free gift packs of four items including- 1 unit Honda Branded Jacket, 1 unit Hornet Branded T-shirt, 1 unit Honda Branded waist Bag and 1 Unit Honda genuine engine oil worth of BDT. 3135 and 2 years Registration fee support worth of 12,073 BDT, in total 15,208 BDT.

Raw, Real, Ripped and Rocking, the CB Hornet 160R offers enhanced sporty character with 3 electrifying accents colors- Striking Green, Sports Red & Athletic Blue Metallic. Complemented by unique muscular tank, 140 mm wide rear tire, 276 mm petal disc brake, x shaped LED tail light, five spoke split alloy wheels and striking rim stripes, makes it a complete charmer. Powered by a 163cc engine, the CB Hornet 160R boasts 15.3 ps net power and 14.76 nm torque, as maximum powerful in this segment. Specially designed to deliver good low end torque, the advanced engine also achieves a compression ratio of 10:1, delivering the right punch of power. Further, its engine is equipped with a counter balancer to reduce the vibrations produced in engine. Its 276 mm petal disc brake provides a very good braking efficiency.

BHL offer CB Hornet 160R with attractive warranty policy of "2 years or 20,000 km" whichever comes earlier, with four free Services. The retail price of the CB Hornet 160R is 199,800 BDT.

The advertisement banner features the Honda logo and slogan "The Power of Dreams" on the left. The central image shows a Honda CB Hornet 160R motorcycle. To the right, a large graphic displays "Celebration Benefit BDT. 15,208\*" and "THANK YOU! CELEBRATING THE FASTEST GROWING HORNETIAN BREED & GREAT FREE GIFTS WITH EVERY PURCHASE". Below this, four circular icons represent the gifts: a jacket, a t-shirt, a waist bag, and engine oil. The bottom left corner lists technical specifications: "Honda CB Hornet 160R", "163cc", "15.3 PS Net Power", and "14.76 Nm Torque". The bottom right corner shows the retail price: "Price: BDT 199,800".

Faithfully Yours

Yuichiro Ishii

Managing Director and CEO

Bangladesh Honda Private Limited (BHL)