

Press Release  
No: 51 PR/BHL/2018  
Dhaka, June 02, 2018

### In this Eid – Change your life with Honda

With a motive to contribute to society and change the life by affordable mobility, Bangladesh Honda Private Limited (BHL) starts a new campaign in the holy occasion of Eid. In this campaign Honda offers the registration fee (Registration fee, Digital number plate and digital certificate) worth of taka **9,773** for its most selling model “**Dream Neo**” and “**Livo**”. Also to celebrate this holy occasion of Eid Honda offer Honda branded **polo shirt** for purchasing any motorcycle from Honda authorized showroom.

This offer starts from the 2<sup>nd</sup> June and will continue till 30<sup>th</sup> June 2018.

The advertisement features two Honda motorcycles, the Livo and the Dream Neo, against a backdrop of a city skyline at night. The Livo is on the left, and the Dream Neo is on the right. Above them, the text reads 'এই ঈদে বদলে ফেলুন জীবনের গতি' (Change the pace of life this Eid). To the right, a red box contains the text 'এখন হোন্ডা লিভো ও হোন্ডা ড্রিম নিও কিনলে ৯,৭৭৩ টাকার রেজিস্ট্রেশন\* ফ্রি' (Now, when you buy Honda Livo and Honda Dream Neo, you get 9,773 BDT registration\* free). Below the motorcycles, their prices are listed: Livo Disk (১২৬,০০০/-), Livo Drum (১২০,০০০/-), and Dream Neo (১১৪,৫০০/-). A small icon of a polo shirt is shown with the text 'এছাড়াও প্রতিটি হোন্ডা মোটরসাইকেলের সাথে থাকছে একটি আকর্ষণীয় পোলো শার্ট একদম ফ্রি।' (Along with every Honda motorcycle, you also get a free attractive polo shirt). At the bottom, there are small footnotes regarding the offer's validity and terms.

The current prices of the motorcycles which are getting Free Registration offer are given below-

<u>Model Name</u>	<u>Price in BDT</u>
Dream Neo	114,500 BDT
Livo Disk	126,000 BDT
Livo Drum	120,000 BDT

- This offer is only applicable for registration and others fee except the road tax as per the BRTA 2016 ad. Registration fee 6,958 BDT, digital number plate 2,260 BDT and digital certificate 555 BDT are only included in this offer. BHL can change or eliminate this offer in any time.

Faithfully Yours

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