

Announcement of export XBlade and Garments items, and Introducing new XBlade ABS 2024

■ Export Model and Garments items

- First export model X-Blade from Bangladesh to South America
- Start to export Garments items to all over the Honda group.

■ New X-Blade ABS 2024

Expressive & Sporty Character

- ^{New} Advanced and Futuristic graphics with Robo-faced LED Headlamp
- Double disc brakes with ABS for better control & braking efficacy
- Powerful HET Engine: Advanced & efficient 163cc HET engine with 59 Kmpl* mileage

Excellent Convenience & Comfort

- Street-Tech full digital meter with advanced features like Gear Position Indicator, Digital Clock & Service Due Indicator, Fuel indicator, Trip Kilometer
- Rear Mono Shock suspension provides better stability and handling

Exclusive value for customers

- Warranty policy of “2 years or 20,000 km” whichever comes earlier, with 5 free services.
- Attractively priced for Double Disc ABS variant at BDT. 222,000/= along besides Single Disc variant.
- Available at all Honda Exclusive Authorized Dealer Showrooms nationwide from March 10, 2024.

Dhaka, March 10, 2024: Extending 160cc Motorcycle segment further, Bangladesh Honda Private Limited started to export “XBlade” and introduced the “new XBlade ABS 2024” today.

The new XBlade 2024 model is set to make its international debut with an exciting announcement on its export launch, Mr. Shigeru Matsuzaki, Managing Director & CEO, announced, XBlade is the first export model from Bangladesh to Guatemala in South America.

Despite of high import duties on raw materials and low local procurement rates, first 1 unit has been exported by Air as test basis in February. After successful export, we are planning to export one container by Ship in April.

We need strong government support to import duty, tax and VAT free raw materials and parts to explore this export opportunity in full scale to other countries of the world which may be a largest potential sector for earning foreign currency after garments industry and contribute to improve the earn more foreign currency.

Moreover, BHL has taken initiative to export garments items like **uniform, T-shirt** and other garments items all over the Honda group to earn foreign currency. Initially, planned to export **India, Thailand** and USA.”

Introducing new XBlade ABS 2024, **Mr. Shigeru Matsuzaki, 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 new model, update features, technology and colors.

While explaining the XBlade features, **Shah Muhammad Ashequr Rahman, Chief marketing Officer** expressed his gratitude to the **60,000** Bangladeshi customers who trusted Honda and chose the XBlade since its introduction in Dec 2019. He said, “New XBlade ABS 2024 is designed to meet the aspirations of success-oriented young enthusiasts. The generation which aspires to be an ‘**All Rounder**’ will find it hard to resist Honda’s globally acclaimed superior technology delivering a perfect blend of performance & Style which will “**Ignite New Thrills**” with its expressive & futuristic design. We are hopeful that the new XBlade 2024 will win the heart of Bangladeshi customers as it has advanced technology along with elegant, vibrant and radiant appearance.”

Xpressive & Futuristic Style

Honda XBlade equipped with **Robo-faced LED headlamp** seamlessly integrated into the bold bodywork, while the **sharp sculpted fuel tank** and **Razor-edged LED tail lamp** contribute to its athletic stance.

It’s expressive and futuristic design is further accentuated by **link type gear shifter, twisted grab rail, stylish ^{NEW}wheel stripes, sporty under cowl & front fork cover, ^{NEW}sharp side covers and hugger fender. ^{NEW}Xpressive graphics** on fuel tank and side covers enhance the identity of XBlade.

Excellent Performance

Honda XBlade is widely accepted by customers for its excellent performance capabilities that seamlessly blend power, agility, and efficiency without compromising the mileage. Its advanced **160cc HET (Honda Eco Technology) engine** delivers exhilarating acceleration and speed ensuring

an electrifying ride on urban streets or open highways. The **Advanced & efficient engine** is designed to deliver superior efficiency with superior **59* Kmpl Mileage**.

Excellent Control & Convenience

Honda XBlade is not only renowned for its exceptional performance but also for its outstanding comfort and convenience features that enhance the riding experience.

The **Street-Tech digital meter** comes with advance features- **Gear Position Indicator, Digital Clock, Service Due Indicator, Trip Kilometer & Fuel Indicator**. XBlade is equipped with the **Hazard switch** that warns other drivers in low visibility situations.

276mm front petal disc brake dissipates heat effectively improving braking efficiency & provides better control. The high-performance **rear mono shock** suspension offers superior riding comfort and excellent stability.

Being an all-rounder, the stylish XBlade offers the **130mm wide rear tyre with hugger fender** that hands rough roads well and a **long & wide seat** with ample space that accommodates the rider and the pillion comfortably. **Seal chain** requires less adjustments and reduces maintenance cost.

Price & colors

The new XBlade is available in Four stunning colors – **Sports Red, Matte Steel Metallic, Marvel Blue Metallic** and **Strontium Silver Metallic** at all Honda Exclusive Authorized Dealer (HEAD) showrooms nationwide. The price for new XBlade ABS 2024 is **BDT. 222,000** along with its Single Disc variant.

To know and “**Ignite New Thrills**” with new XBlade 2024, customers may visit Honda Exclusive **Authorized Dealer** (HEAD) from March 10, 2024. Besides, customers can know more from <https://www.bdhonda.com/product/xblade/index> & <facebook.com/bdhondaofficial> and Hotline No. 08000430430.

Sincerely yours,

Shigeru Matsuzaki
Managing Director & CEO
Bangladesh Honda Private Limited

Sincerely yours,

Shah Muhammad Ashequr Rahman
Chief Marketing Officer
Bangladesh Honda Private Limited

