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# Press Information

*For Immediate Release*

## **Boon Siew Honda to joins hand with RS150R owners' club for the 2018 Honda RS150R Mega Gathering**



**Penang, 28 September 2018** – Boon Siew Honda is pleased to announce its participation for the Honda RS150R Mega Gathering which is set to take place in Stadium Bukit Jalil on the 29<sup>th</sup> September 2018 from 9 AM to 5 PM.

It is set to be the largest gathering of RS150R to be held in Malaysia. The congregation will unite approximately 60 clubs mainly consisting of RS150R owners club from across the state in an attempt to build biking community pride and social cohesion among the member of youth.

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Boon Siew Honda Managing Director and Chief Executive Office, Keiichi Yasuda said: "Boon Siew Honda is delighted to be part of this gathering." He later added that such an event enables the manufacturer to be closer to their customer. "We stand proudly behind our product, and we wish our customer would hold the same sentiment as we do."

"We look forward to welcoming existing RS150R user, member of the public and most importantly the community to participate in this historic event. To ensure that each of everyone is catered for, we have lined up many activities which we will hold on the day of the event."

Along with the activities provided by the event's organizer, Boon Siew Honda also has the day plan for all. For those who wish to test the latest offering by Boon Siew Honda, there are a total of 3 newest models which will be available for the public to ride on. The model which will be on offer is the Vario 150, CB250R *Neo Sports Cafe* and making it the first public ride appearance, the Honda Monkey.

Visitors who wish to test their riding skills are encouraged to join the slow bike competition. Rider will be pitted against the clock to see who can get across the line with the longest time. There is a range of prizes available for those who succeed in the challenge.

Those persuaded by the lure of Honda Motorcycle machine are most welcome to visit the Honda Promo booth which would showcase many new and existing models as well as securing a number of exclusive Honda branded merchandise.

Additionally, the booth will also host a range of activities which ought to be a hit among the member of the public. For interest parties, Boon Siew Honda will also be displaying 14 airbrush units of the recently launched Honda Vario which is adorned in national states color along with its respective states' coats of arms.

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For the fan of Malaysian Cub Prix, this is the chance to meet against your favorite rider from Idemitsu Honda Givi Yuzy Racing & SCK Rapido Hi Rev Honda Racing as they will be making an appearance on the day itself.

To existing customer who wishes to learn more of the up keeping process on their RS150R, Boon Siew Honda has prepared a Service Booth whereby the customer can meet our Customer Service representative and engage a conversation with them on maintenance advice. Be sure to arrive early as we are handing out a number of free engine oil.

In conjunction with the gathering, Boon Siew Honda is giving away its highly prized model, the Honda RS150R as a grand prize for Boon Siew Honda's lucky draw competition along with the opportunity to attend the 2018 Malaysian MotoGP for a chance to get a signature form Honda's Moto GP Rider. To participate, visit our booth on the day and stand a chance to ride the RS150R home.

For more information on the Honda RS150R Mega Gathering customers can visit Honda dealers or call Honda's Toll-Free number at 1-800-88-3993 or log onto [www.boonsiewhonda.com.my](http://www.boonsiewhonda.com.my).

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**About Boon Siew Honda Sdn. Bhd.**

Boon Siew Honda Sdn Bhd, a joint venture company between Honda Motor Co., Ltd. and Oriental Holdings Bhd, began operations in September 2008 with the dual aims to consolidate motorcycle production and sales in Malaysia and to achieve higher customer satisfaction and efficiency. Prior to the emergence of the new company, Boon Siew Sdn. Bhd. was responsible for the manufacturing and wholesale business of Honda motorcycle products in Malaysia. While envisioning collaboration with other Honda companies worldwide, Boon Siew Honda Sdn. Bhd. will strengthen its competitiveness and strive to provide products and services, exceeding the customers' expectation.

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