

## **Boon Siew Honda Introduces Honda Impian X**

### *The First New Concept Showroom in Malaysia*

**JOHOR**, 21 January 2018 – Boon Siew Honda (BSH) officially launched its first Honda Impian X showroom in Johor, Malaysia. The newly designed one-stop sales and service centre is selling Honda motorcycles with engines up to 300cc. It is equipped with more facilities aiming to support and provide more convenience to the increasing demands of the growing customer base.

Following the success of the current Impian Honda Shop which was first introduced in 2010, BSH now takes it to the next level by introducing Honda Impian X to the public – a new generation store experience. Recognizing the change in customers' needs and the diversifying expectations and behaviours, Honda Impian X has been distinctively designed and furnished with modern lifestyle facilities. With free WiFi and waiting lounge serving complimentary beverages, Honda Impian X offers customers a comfortable yet extraordinary experience.

Through the introduction of Honda Impian X, BSH also enhances customers' after sales service by strengthening its workshop standard service procedures. Customers will be attended professionally by service staff and be assured that their motorcycle maintenance is performed according to BSH's guidelines. In Honda Impian X, dealers are equipped with proper tools and advanced technology, operated by well-trained technical staff, using only genuine spare parts to render the appropriate care and best-possible service for every Honda customers.

Safety has always been BSH's top priority; hence, Honda Impian X is committed to provide Pre Delivery Safety Advice (PDSA) to all new-motorcycle-purchased customers. Customers will be educated on the important road safety measures by a safety instructor in Honda Impian X during their motorcycle delivery process.

"With the launch of the Honda Impian X, BSH is expecting a 21% increase in sales over the next 12 months. We are also happy to announce that we are looking to open 10 more Honda Impian X across the country by the end of 2018," said by Mr Nobuhide Nagata, Managing Director and Chief Executive Officer of BSH.

BSH recorded a total sale of 120,613 units in 2017, an increase of 19% compared to 2016. Johor contributed approximately 14% of BSH's total sales in 2017, translating into more than 16,000 units and was the second highest sales contributor among the 13 states.

The first Honda Impian X in Malaysia is operated by Swee Seng Heng Sdn. Bhd., Honda's authorised motorcycle dealer in Johor since 1990. "Being Honda's authorised dealer for more than 25 years, I'm really proud to be appointed as the first Honda Impian X dealer in Malaysia. This unique showroom has impressed many of my new and old customers, even before the grand opening. With BSH's continued support, I'm confident and looking forward to the successful business for Honda Impian X," added by Mr. David Ker, Managing Director of Swee Seng Heng Sdn. Bhd.

The upcoming openings of Honda Impian X will be followed by Hip Seng Motors and Kin Wah Motors in Perak in the first quarter of 2018.

To make an appointment or to find out more details on the services and facilities of Honda Impian X, customers may contact Swee Seng Heng Sdn. Bhd. at 07- 5300 595 / 07-5300 596; or visit them at No 29 & 31, Medan Nusa Perintis 2, Taman Nusa Perintis, 81550 Gelang Patah, Johor; or log on to [www.facebook.com/sweesenghengmotorsdnbhd](http://www.facebook.com/sweesenghengmotorsdnbhd).

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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 in 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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