

***For Immediate Release***

## **New Honda Dash 125 Revs Up Riding Sensation With An All-New 125cc Engine**

- *Equipped with a 125cc engine, the new Dash 125 offers better performance for riders*
- *The new Dash 125 gives a dynamic performance in a stylish package featuring the latest sleek design.*
- *Boon Siew Honda has appointed Zaqhwan Zaidi as the ambassador of the new Dash 125*

**Petaling Jaya, 16 July 2018** – Boon Siew Honda Sdn Bhd (Boon Siew Honda) today introduced its latest model with the official launch of the new Dash 125. This new 125CC is the answer for riders who are looking for a bike that offers the whole package – improved performance and stylish design!

Speaking at the launch ceremony, Managing Director and Chief Executive Officer of Boon Siew Honda, Mr. Keiichi Yasuda said, “Over the years, the higher CC cub market has grown increasingly competitive and challenging due to greater customer demand. As a company that is committed to bringing new values for the joy of customers, Boon Siew Honda has been refining our model offerings to meet the expectation of Malaysian riders for superior riding experience. Having understood the current trend and demand in Malaysia, we are extremely excited to introduce the new Dash 125 that is set to push the benchmark higher in the cub segment.”

The new Dash 125 received several value-added upgrades from its previous model, the Wave Dash that was first introduced 7 years ago. At the heart is the engine which is now 125cc to give riders a dashing ride that is better and more spirited in performance, making the new Dash 125

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a great bike for those who are looking for a cub that has better performance within a reasonable price range.

The new Dash 125 offers a stylish and dynamic silhouette with its improved exterior. The new model is now equipped with LED headlights to offer better illumination and safety for riders who travel day and night in this fast-paced living environment. To add more aggressiveness in its aesthetic, the new Dash 125 is equipped with a stylish leg shield, sporty rim lining, cutting-edge mirror design as well as a new speedometer.

This new model also sports a new exterior, which is more contemporary with four colour options, which are Pearl Magellanic Black, Vivacity Red, Pearl Nightfall Blue and the Repsol Edition.



The available variants and prices are:

Variant	Price
Dash 125 (Single Disc-Brake)	RM5,999
Dash 125 (Double Disc-Brake)	RM6,299
Dash 125 Repsol Edition (Double Disc-Brake)	RM6,499

*(Prices shown are recommended showroom price with 0% GST excluding of road tax, insurance and registration.)*

The new Dash 125 comes with a 2-year or 20,000km manufacturing warranty (whichever comes first) to ensure customers enjoy high quality convenience and service.

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Malaysians will soon witness the thrilling performance of the new Dash 125 as it will be the new racing machine of the Honda One-Make Race in the Malaysian Cub Prix. Previously named the “Honda Wave Alpha Challenge” for the Honda Wave Alpha, the name of the race will now be known as “Honda Dash 125 Challenge” in line with the migration to this 125cc cub model. The One-Make Race has proven to be the ideal platform for talented young Malaysian riders to take their first step into the world of motorsports and receive the guidance and support needed towards becoming an international champion.

Adding to the excitement, Boon Siew Honda announced the appointment of two-time Asia Road Racing Championship (ARRC) winner, Zaqhwan Zaidi as the ambassador for the new Dash 125. The famous Honda rider is the first Malaysian racer to ever compete in the All Japan Road Race Championship (AJRRC). His passion and aspiring journey as a young motorcycle racer is inspiring the younger crowd to reach for their dreams and this makes him the ideal ambassador of the new Dash 125.

For more information, please visit [www.boonsiewhonda.com.my](http://www.boonsiewhonda.com.my) or call Boon Siew Honda Toll-Free number at 1800-88-3993 (Monday to Friday, 9am – 5pm, except for public holidays)

### **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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