

For Immediate Release**Boon Siew Honda Achieves 30% Market Share in 2018,
Outlines Five Strategies for 2019**

- *The company will continue to focus on quality products, attractive design and top-notch performance in the new models to be introduced in 2019.*
- *Boon Siew Honda recorded an impressive sales performance in 2018 with about 156,000 units sold.*

Shah Alam, 24 January 2019 – Boon Siew Honda today announced its strategies for 2019 as it aims to be the leading brand in the motorcycle industry in Malaysia while setting the benchmark in each motorcycle segment through its product offerings and strong brand positioning this year. The company will be riding on the momentum generated by its impressive sales performance in 2018.

Boon Siew Honda Managing Director and Chief Executive Officer Mr. Keiichi Yasuda said, “To meet demands of a wide spectrum of purposes and lifestyles – from utilitarian to leisure and premium – Boon Siew Honda strengthened the Cub, Automatic Transmission (AT), Fun Bike and Big Bike line-ups by introducing 12 new models as well as 3 upgraded models in 2018. In addition to this, Boon Siew Honda launched the Honda BigWing and Honda Impian X showrooms that offer next level experience to our customers. In 2018, Boon Siew Honda recorded an outstanding sales performance with about 156,000 units sold.”

Boon Siew Honda’s 2018 sales volume was an increase of 28.7% compared to the 121,000 units sold in 2017 in Malaysia. This better performance also translated to a higher motorcycle market share that grew from 26% market share in 2017 to 30% last year. The central region took the No.1 spot as the main contributor to Boon Siew Honda’s total sales accounting for 55,263 or 35.4% of total units sold, followed by the northern region with 40,903 units sold or 26.2%.

The RS150R and Wave Alpha models were the main contributors to Boon Siew Honda’s total sales in 2018 with 43,948 units and 36,895 units sold respectively.

Going forward in 2019, Boon Siew Honda is set to be more aggressive in its strategy to uplift the brand further in Malaysia.

To achieve the target of becoming the leading motorcycle brand in Malaysia in 2019, Boon Siew Honda has outlined five key strategies in line with their business direction.

1. Brand Enhancement

Boon Siew Honda will be strengthening its product line-up in 2019. The company is set to launch new and updated models this year which are sportier in design, features and performance, in response to the rising demand from the younger generation.

2. Improvement of Dealer Network

Dealers are very important business partners for Boon Siew Honda as most of its customers will purchase Honda motorcycles through these dealers. Thus, Boon Siew Honda will continue to improve the dealer network quality through more Honda Impian X openings nationwide. The Honda Impian X is the All-New Honda Concept Showroom, offering one-stop-sales and service centre for Honda motorcycles with engines up to 300cc. The new showroom was conceptualised to improve service quality while providing easier access and more convenience for Honda motorcycle customers. Currently Boon Siew Honda has 5 Honda Impian X showrooms nationwide.

3. Enhancement of After-Sales

To further enhance the after-sales quality, Boon Siew Honda will be establishing a service centre in its factory, located in Penang. In addition, Boon Siew Honda is in the midst of expanding the service centre in its Kuala Lumpur branch office in terms of space and manpower. To-date, Boon Siew Honda has 251 service centres nationwide. Boon Siew Honda will also better equip and train the technicians through comprehensive trainings that include Sales, Hospitality and Technical Trainings.

4. Expansion of Safety Riding

Boon Siew Honda places very high importance on road safety. The company has established the Honda Safety Riding Centre to educate Malaysian riders on road discipline and etiquette, proper safety mindset and better riding skills. The objective of this effort is to help to reduce the number of traffic accidents and improve traffic situation in Malaysia. Boon Siew Honda will continue to advocate the importance of road safety

Press Information

and will be working closely with government agencies on seminars and safety campaigns.

5. Development of Local Riders and Motorsport

Through stronger support for local riders and motorsport by Boon Siew Honda, Honda's young riders and Boon Siew Honda's team of mechanics have the opportunity to broaden their experience and improve skills through intensive trainings and competing in various races in local and international championships.

This extension of the brand onto the race tracks has helped local riders hone their talents. One such talent, Zaqhwani Zaidi, Malaysia's champion, has confirmed his participation in the inaugural Asia Superbike 1000cc class (ASB 1000) at the Asia Road Racing Championship (ARRC) 2019 with Honda Asia-Dream Racing. The team will be led by Mr. Makoto Tamada (former MotoGP rider) as the Team Manager and assisted by Mr. Zulhemi Ahmad, (Boon Siew Honda Motorsport Manager) as the Assistant Team Manager. Besides Mr. Zulhemi, Boon Siew Honda's mechanics will also be part of the team for this exciting season.

Meanwhile, other promising stars from Malaysia, Azroy Hakeem Anuar and Helmi Azman, are taking on greater challenges by joining MUSASHi Boon Siew Honda Racing team for ARRC under SuperSports 600cc in the 2019 season.

Boon Siew Honda kicked off its exciting programme for the year by introducing three models at the same event. The Super Cub C125, CBR1000RR Fireblade SP, and CB1100 RS look set to excite the market once again and lead the pace for the motorcycle industry in Malaysia in 2019.

Super Cub C125

The very first Super Cub C100 was introduced in 1958. It provided joy and played an important part in people's lives in the era. 60 years forward, it continues to become the most popular motor vehicle of all time with a total sales figure of 100 million units worldwide.

After a long time, Boon Siew Honda is introducing a new version of the Super Cub, the Honda Super Cub C125 to the Malaysian market. As suggested by the name, the bike is powered by a 125cc air-cooled, fuel-injected SOHC and four-stroke single engine which produces an affable power output of 6.79 kW at 7,500rpm with peak torque figure of 9.98 Nm at 5,000rpm.

Along with the authentic styling, the C125 incorporates modern safety features which include the adaptation of full LED lighting system and Honda SMART Key System. The model offers access to the 3.7-litre fuel tank by unlocking the seat electronically.

The Super Cub C125 will be presented in three colour options namely the Pearl Niltava Blue, Pearl Nebula Red and the Pearl Shining Black. It will be available starting January 2019 at all Honda authorised dealers.

The Super Cub C125 is priced at:

Model	Price
Super Cub C125	RM 13,999.00

Prices shown are recommended showroom price excluding road tax, insurance and registration

CBR1000RR Fireblade SP

After the introduction of CBR1000RR Fireblade at the Kuala Lumpur International Motorshow 2018, Boon Siew Honda unveiled the CBR1000RR Fireblade SP that offers greater riding performance, lighter in weight and is equipped with better technology for users who look for speed and enjoy the track.

The Honda Fireblade SP takes the 'Next Stage Total Control' concept to another level compared to the Fireblade. The 1000cc liquid-cooled 4-stroke DOHC engine releases a maximum power output of 141kW at 13,000rpm and 114Nm at 11,000rpm torque.

CBR1000RR Fireblade SP is lighter at 195 kg with the same boost in engine output and it is the first Honda motorcycle to be equipped with Ohlin Smart Electronically Controlled Suspensions. It also features a compact 16L titanium fuel tank and Brembo Brake System, Quickshifter and Cornering ABS, all of which show the higher level of the CBR1000RR Fireblade SP.

Exterior-wise, the Fireblade SP comes in HRC Tricolor sticker; more substantial White and Blue accent stripes that pay homage to Honda's racing tradition and history.

The CBR1000RR Fireblade SP is priced at:

Model	Price
CBR1000RR Fireblade SP	RM 114,999.00

Prices shown are recommended showroom price excluding road tax, insurance and registration

CB1100 RS

Boon Siew Honda also surprised the market with the launch of All-New Honda CB1100 RS, its latest addition to the big bike model line-up. The CB1100 RS has the look of a 70's sports bike, featuring a seamless fuel tank that is made without seam-welded lips and evokes hand-made craftsmanship. Meanwhile, the single round headlight and twin instrument dials outline a timeless silhouette. Adding to the crisp-edged modernity, all lighting is now LED.

At the heart of the beautiful machine is the 1140cc air-cooled 4-stroke 4-valve DOHC engine that releases a maximum power output of 66kW at 7,500 rpm and 91Nm at 5,500rpm torque.

Backing up the sportier styling, the CB1100 RS's chassis uses sharper geometry matched with firmer Showa Dual Bending Valve (SDBV) front suspension and Twin Showa remote reservoir rear shocks. It also features cast aluminum 17-inch wheels and dual radial-mount four-piston brake calipers and ABS to help provide excellent ride quality and precise road holding. A lower, more compact riding position moves the rider weight forward, complementing the chassis changes.

The CB1100 RS will be available in Darkness Black Metallic and Mat Beta Silver Metallic with a super smooth finish suggestive of meticulous design.

The CB1100 RS is priced at:

Model	Price
CB1100 RS	RM 75,999.00

Prices shown are recommended showroom price excluding road tax, insurance and registration

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

P r e s s I n f o r m a t i o n**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.

For media enquiries:

Jireh Consult

Nur Suraya Abu Hassan

016-2455982

suraya@jirehconsult.com

Boon Siew Honda

Zharif Zaini

012-4990162

mohammad_zharif@bswhonda.com.my