

Boon Siew Honda Gears Up in Style with the Honda Vario 150



- *Honda Vario 150 offers a perfect combination of sporty style, unstoppable performance and value-for-money features*
- *Features such as Honda SMART key system is also incorporated in the Vario 150*
- *Powered by a 150cc engine with Enhanced Smart Power (eSP) technology and equipped with Combi Brake System (CBS), the Vario 150 gives better overall performance, fuel efficiency and safety*

Petaling Jaya, 29 August 2018 – The hearts of Malaysian riders are once again set to be captured with the launch of a new Honda Automatic Transmission (AT) Model by Boon Siew

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Honda – the Vario 150. With a combination of sporty style, unstoppable performance and value-for-money features, the new Vario 150 is an ideal option for bikers who seek a complete package in an AT Model.

In line with its commitment to bring more joy to the customers, Boon Siew Honda has been continuously working to enhance customer satisfaction and evoke the creation of new value. The brand is constantly improving on their product offerings to exceed market's expectation.

Armed with significant insights of the market, Boon Siew Honda noticed a growing popularity for AT models especially among young riders who wish to be pampered with quality features and specifications with an affordable price tag. Having understood the market demand, Boon Siew Honda saw great potential in the AT segment and decided to provide more options to Malaysians by introducing the Vario 150.

The advanced safety features of Honda AT Model provide peace-of-mind, while the automatic transmission makes them easy to handle. Other than the safety features and manoeuvrability, there is also an increased interest towards Honda bikes with higher cc amongst Malaysian riders.

The Vario 150 is powered by a 150cc liquid cooled 4-stroke single-cylinder engine that spools up an impressive 13.1 PS at 8,500 rpm and 13.4 Nm of torque at 5,000 rpm. The 150cc engine is incorporated with eSP technology and advanced Idling Stop System (ISS) to provide an outstanding balance of riding performance and fuel efficiency. Riders will be able to enjoy the dynamic performance of the new AT Model that will exhilarate the riding experience to a whole new level.

The striking Honda AT Model offers many value-added features such as the Dual LED Headlight and LED Taillight, LCD Digital Meter Panel, Honda SMART Key System, Sporty Style Muffler with Aluminum End Cap, 14-inch Sporty Wheel with Wavy Disc Brake, 18-litre Under Seat Compartment and Double Inner Rack.

Boon Siew Honda has also taken account of safety concerns into the AT Model design. The new model is equipped with a Combi Brake System (CBS) that helps to balance the braking system across the front and rear wheels to reach to an optimal standard.

Boon Siew Honda is targeting to sell 1,000 units per month and the company believes the standard of the AT segment will be elevated following the launch of this new model.

Set to be the trendsetter in the AT segment, the Vario 150 is available in four colour options, which are Pearl Magellanic Black, Pearl Nightfall Blue, Force Silver Metallic and the Repsol edition. Available at all authorized Boon Siew Honda dealers tomorrow onwards, the Vario 150 comes with a 2-year or 20,000km manufacturing warranty (whichever comes first).

In conjunction with the National Day celebration, a series of exclusive and unique Vario airbrushed with the flags of the nation and 13 states of Malaysia will be hitting the roads across Peninsular Malaysia. These special Vario by Boon Siew Honda embody the patriotic spirit of Malaysians.

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).

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.

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Bhd. will strengthen its competitiveness and strive to provide products and services, exceeding the customers' expectation.

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