

## Press Information

*For Immediate Release*

### **Boon Siew Honda Introduces New Design for EX5**

Penang, 14 May 2018: Boon Siew Honda today introduced the new design for EX5 – the legendary Honda's cub model which comes with new color – Magenta and retro stripes to highlight its trendy appearance.

The EX5 is popular Honda models in Malaysia and since its launch in 1987, more than 2 million units of EX5 has been sold as at April 2018.

The EX5 is the first Honda cub model in Malaysia in its class to equip with PGM – Fi; the fuel injection engine system which was developed to improve power and fuel efficiency. The fuel injection system (FI) enables a minimum air-fuel ratio required by the engine, using electronic control techniques, and thus, ensuring environmental friendly performance and high level drivability.

The fuel tank come with 4.3L reduces frequency to refill petrol thus offered greater convenience of further distance for riders.

In terms of appearance, the new EX5 was designed for trendier look. Its retro stripes, chrome emblem and chrome rear grip provides extend its vintage appeal. Besides, a chrome muffler cover is not only more attractive in appearance but also acts as added safety feature from heat.

Boon Siew Honda believes that with the introduction of New EX5 would be able to attract a new group of customer especially younger consumer who prefer a high reputation cub with trendy design.

The new EX5 is available in:

Type	Color	Price (w/o GST)	Price (with GST)
Spoke (Electric Starter)	Pearl Magellanic Black	RM4,859	RM5,150.54
	Pearl Nightfall Blue		
Cast (Electric Starter)	Pearl Nightfall Blue	RM5,099	RM5,404.94
	Candy Scintillated Red		
	Space Magenta Metallic		

*Prices shown are recommended showroom price but exclusive of road tax, insurance and registration. The model also comes with a two year or 20,000km manufacturing warranty (whichever comes first).*

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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), or visit Facebook page:

[www.facebook.com/HondaMotorcyclesMalaysiaBoonSiewHonda](https://www.facebook.com/HondaMotorcyclesMalaysiaBoonSiewHonda)

### **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:

Nor Azam  
012-499 6106  
[nor\\_azam@bswhonda.com.my](mailto:nor_azam@bswhonda.com.my)

Tan Mei Pheng  
012-487 0677  
[mptan@bswhonda.com.my](mailto:mptan@bswhonda.com.my)