

**Boon Siew Honda Announces Honda BigWing, an Exclusive Honda Big Bike Centre**

**SERDANG**, 9 November 2017 – Boon Siew Honda (BSH) officially announced the upcoming Honda BigWing in Malaysia, an exclusive one-stop sales and service centre for Honda Big Bikes with models ranging from 250cc and above, at the Malaysia Autoshow 2017. Together with the existing Honda networks that focus on models below 250cc, BSH is set to meet the diversified market demands in Malaysia.

This year marked the first year for BSH participating in the annual Malaysia Autoshow, making it a significant platform to introduce Honda BigWing to the public. “The introduction of Honda BigWing indicates BSH’s passion to cultivate more interest and values for customers, so we are not only providing the best of our products and services but also creating experiences for customers through variety of exciting activities,” said by Mr Nobuhide Nagata, Managing Director and Chief Executive Officer of BSH.

Featured to be “The Destination for Riders”, Honda BigWing consists of state-of-the-art showroom, service centre, parts and accessories corner and customer lounge. The overall distinctive concept was designed to provide a cool, sophisticated and premium atmosphere.

To ensure maximized experience, all Honda BigWing stores are equipped with special tools and facilities as approved by BSH and sale staff and mechanics are trained professionally. “As always, the customers’ satisfaction remained as our top priority” added by Mr Nagata.

In the first half of 2017, BSH recorded Big Bike sales of more than 400 units, which was an increase of 12% from 2016. Subsequent to the introduction of Honda BigWing, BSH is targeting a 30% increase of Big Bike sales, translating into more than 1600 units for the next year.



Honda BigWing sets to open in the 4 main cities – Penang, Kuala Lumpur, Selangor and Johor, which contributed to estimate 75% of the Honda Big Bike sales in Malaysia. The first Honda BigWing will be launched in Kuala Lumpur, in January 2018 by Ee Tiong Motorsports Sdn. Bhd, followed by Taycon Motor Sdn. Bhd. in Penang, Welly Team Cycle Sdn. Bhd. in Selangor and Additional Growth Sdn. Bhd. in Johor.

As the Big Bike business grows, BSH is looking to extend Honda BigWing experience to all Malaysians.

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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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