

For Immediate Release



Boon Siew Honda Reaches Out to a New Market with the Launch of its First Ever Sporty High Price CUB Category RS150R

- *Price starts from RM 8213.94 to RM 8372.94 (inclusive of GST) - Boon Siew Honda targets to sell 24,000 units in the next 12 months*
- *First ever sporty model in the high price CUB category by Boon Siew Honda*
- *Boon Siew Honda taps on a new demographic with the launch of RS150R*

Kuala Lumpur, 13th June 2016 – Boon Siew Honda spread its wings as it unveiled the trendy RS150R today, tapping into the young urban market for the first time. The long-awaited RS150R is the first ever sporty model in the high price CUB category offering the 150cc engine capacity. It is no wonder that Boon Siew Honda was proud to announce that Malaysia was the third country to launch this model in the whole ASEAN Oceania after Indonesia and Vietnam.

Addressing the crowd for the first time as CEO and Managing Director of Boon Siew Honda, Mr. Nobuhide Nagata said that the RS150R is introduced in the higher price category to extend the market share. "By introducing this new model, we will be able to make improvements in the market share compared to last year." Boon Siew Honda aims to sell 24,000 units of the RS150R in the next 12 months with the launch of this new bike and by doing so takes the first step into reclaiming its No.1 spot in the motoring industry.

This year, according to Mr. Shinji Aoyama, Honda Motor Operating Officer and Director Chief Operating Officer Motorcycle Operations, Honda's goal is aimed at achieving sales of 20 million units and expects to expand its world market share from 33% to 35%. Looking back at 2015, Honda sold 17 million units worldwide which is about 3 times more than Honda's competitor company that ranks No.2 in the world. This statistics further encourages Boon Siew Honda to forge forward to achieve its goal.

Honda is also relying on racing activities to upgrade the specification of its bikes and the experience gained will be transferred to mass production. Mr Yoshishige Nomura, Honda R&D Managing Officer and Director and Chief Operating Officer Motorcycle R&D Center Honda Racing Corporation President said, "Last year, RC213VS was sold in the market and this is an example of how we are implementing our experience in MotoGP into our sellable products."

In its quest to continually reach out to a bigger demographic, Boon Siew Honda's plans in the pipeline take a turn towards starting its "Big Wing" business in Malaysia next year as well. "To strengthen the sales network, we would like to provide our mature customer with a luxury and dream bike lifestyle. We have won No. 1 market share continually for 2 years in Thailand after implementing the marketing strategy for 3 years," said Mr Noriaki Abe, Honda Motor Operating Officer and Chief Operating Officer Regional Operations (Asia & Oceania).

In its expansion on varied categories, the launch of the RS150R speaks volumes about what Boon Siew Honda aspires to do for the Malaysian market here on end. The RS150R demonstrates Boon Siew Honda's relentless effort to conquer each and every price range after the launch of the Wave Alpha (Low Price Cub) and Wave Dash (Middle Price Cub). This is only the tip of the iceberg for Boon Siew Honda as it dramatically scales up the ranks to reach its No.1 mark in the motoring industry.

Present at the launch to witness Boon Siew Honda boldly forge forward was also Dato' Sri Tan Hui Jing, Deputy Chairman and Deputy CEO of Boon Siew Honda. Also gracing the event was Khairul Idham Pawi – the Moto3 racer under the Honda sponsored team and the youngest and first Asian to be on the podium just a few months ago.

<Technical Features>

The anticipation of this product is certainly justified by its chic functionality and design.

The RS150R's whole design concept holds 3 key points:

- 1) Aggressive Outline
- 2) Luminous sharp light
- 3) Inner-skeleton and exoskeleton layer design

This concept has been implemented fully on the RS150R outlook especially its sharp, edgy shapes with LED headlight, inner frame and cowl. Honda believes this model is brought to being with the idea that design and function can be married to offer excellence.

Honda also have taken the safety element in every step of putting together this machine. We stood by this when engineering the RS150R which is catered for a younger demographic and we will continue to stand by these standards in all our projects.

Sporting a 150cc single-cylinder, liquid-cooled DOHC engine, driving a six-speed gearbox, the RS150R offers a power output of 15.6 hp at 9,000 rpm, while torque is rated at 13.5Nm at 6,500 rpm. This latest offering of Honda is unique in its own right as it sets a new tone for the motoring brand.

The RS150R weighs at 122kg. It also carries a 4.5 litre fuel tank and comes with disc brakes in the front and rear. The RS150R is offered in two variants and four colours, Metallic Red, Repsol and advanced in matte blue or matte black – all colours that should pique the interest of the local youth.

***RS150R model will be readily available in all authorised dealerships in the beginning of August 2016.**

For more information, please visit our website:

www.boonsiewhonda.com.my

or our Facebook account:

<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' expectations

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