

AHM Launches All New Honda CBR150R Made in Indonesia

Jakarta – PT Astra Honda Motor (AHM) launches new premium sport model All New Honda CBR150R which is now produced in this country to meet strong demand of Indonesian customers towards high quality sport bike, has racing appearance, with a more affordable price.

AHM manufactures All New Honda CBR150R with global quality standards same as this premium sport bike firstly marketed in Indonesia in June 2011. This new sport model comes with a totally change in the appearance, performance, and the addition of superior features. The concept of the design refers to the Honda's flagship super sports with higher performance that can further give pride to the rider.

All New Honda CBR150R now comes with the latest full-fairing design concepts which inspired by Honda's flagship super sports, Honda CBR1000RR. The appearance looks more aggressive with the ambience of racing DNA. The dual keen eyes headlight of this bike which gives tougher and stronger feeling of face design; it also has an aggressive and sporty side cowl and rear side cowl. It has new shaped rounded sporty and new muffler which looks smaller and more stylish.

In terms of its engine, Honda CBR150R is equipped with the engine with racing motorcycle's DNA such as 4-stroke, 150cc, DOHC, 4-valve, liquid-cooled. All New Honda CBR150R has a high performance which can reach 12.6kW/10,500 rpm max power and 13.0 Nm/7,500 rpm max torque. In addition, the engine of Honda CBR150R also fuel efficient and environmentally friendly as it has implemented a PGM-FI fuel supply system (Programmed Fuel Injection) which comply with EURO3 emission standard.

This model is designed with an innovative truss frame or a lightweight trellis yet has a high strength. This frame is designed specifically to support the engine, maximizing performance of Pro-Link suspension system, and reduces engine vibration optimally, resulting in stability, agility and riding comfort.



All New Honda CBR150R is also equipped with double disc-brake, digital panel meter with integrated information (speedometer, odometer, trip meter, fuel meter, clock, and engine temperature), new aluminum rear foot step, and secure key shutter.

President Director AHM Toshiyuki Inuma says Honda's global flagship, CBR Series is our racing icon given topmost racing spirits by outstanding riders as well as the advanced technology which has been continuously improved in the toughest racing field such as Moto GP.

"Production of All New Honda CBR150R in Indonesia is part of AHM efforts to provide the best products with high quality standards at a competitive price for sport bike lovers in Indonesia. We believe, Indonesian people will feel much closer to this product since it will create through the hand of Indonesian people. We are confident that once you get a ride, you can experience the exhilarating feeling of riding into a pleasant wind proven by champions."

All New Honda CBR150R is manufactured and assembled directly by chosen Indonesian people in the factory of AHM Pegangsaan, North Jakarta that has a high local content of components. The high local content of component reflects the amount of many supports from suppliers in this country both in large and small size. Indirectly, AHM decision to manufacture this motorcycle has driven the increasing activities of industry in the upstream side of the automotive industry in this country.

Executive Vice President Director AHM Johannes Loman says the presence All New Honda CBR150R is hoped can brings a positive impact on the automotive industry in the country, both in terms of meeting the needs of sport motorcycle in Indonesia and also enhancement of the nation's economic activity in terms of two-wheeled automotive. AHM consistently also develops cooperation as well as encourage domestic suppliers so that they are able to present a high product quality and highly competitive, both in the local and global markets.

"We want to be a national asset that gives great benefits. Therefore, we expect a step of producing the All New Honda CBR150R may increasingly turn high work of the nation in promoting the domestic automotive industry, through quality and prestige products and affordable prices, to meet the demand of sport market that continues to grow. "

Based on data of Indonesian Motorcycle Association (AIS), sport segment in Indonesia has continuously grown inline with the growth of customers demand in this segment. Sales of national sport segment recorded its growth as 7.3% from 624,935 units in January-July 2013 to become 670,738 units in January-July 2014. Meanwhile, Honda's sport segment shows its growth that above national growth which recorded 16.7% from 222,017 units in January-July 2013 to become 259,067 units in January-July 2014.

In the premium sport segment, Honda CBR150R as a flagship of Honda's sport motorcycle keeps favorable among Indonesian customers. Since its firstly launched in 2011, this model becomes a dream bike for racing-character sport motorcycle lovers with its total sales reached 31,196 units.

Honda CBR150R is marketed with 4 sporty color options : Honda Three Colors, Champion Red & Speedy Black in price (OTR Jakarta & Tangerang) Rp 28,500,000,- and color option New Repsol Edition in price (OTR Jakarta & Tangerang) Rp 29,100,000,- This model's sales target is 4,200 units/month.

Honda MotoGP Riders

Besides launching new premium sport bike All New Honda CBR150R, AHM also seeks to satisfy Indonesia sport bike lovers by holding an event with MotoGP riders in Repsol Honda Team, there are Marc Marquez and Dani Pedrosa. The event is presented for these two riders' fans and will be held in October.

To give a wider opportunity for Honda's sport bike lovers who want to meet Honda's MotoGP riders, Marc Marquez and Dani Pedrosa, AHM runs a special sales program in this September. In the program, will be chosen 300 lucky Honda's sport bike buyers; which consist of 150 customers who buy All New Honda CBR150R and other 150 lucky customers chosen from the customers who buy other Honda's sport models, such as Honda Verza, Honda MegaPro, and Honda CB150R StreetFire.

PT Astra Honda Motor
Corporate Communication

For further information, please contact ke 021 651-8080, 3041-8080 ext. 31071, 31073, 31074 / e-mail: corp.comm@astra-honda.com)



PT Astra Honda Motor
Jl. Laksda Yos Sudarso, Sunter I
Jakarta 14350, Indonesia
Phone : +62 21-6518080
Fax : +62 21-6503331, 6521806