



Honda 2Wheelers India launches CB300R in India!

Excites Neo Sports Café family in the middle-weight segment

Playful ride on streets now starts from just Rs. 2.41 lac *(Ex-showroom, pan India)*

- The **complete machine** for riders wanting to take their first step in big bike journey with attitude
- **Neo Sports Café DNA:** Honda's sport naked bike that goes minimalist in design with super compact trapezoid form
- **Lightest of the lot:** Brutally engineered for performance advantage with **Best-in-class torque to power** ratio from the free revving 286cc liquid cooled PGM-FI engine
- **Nimble yet strong road holding:** 41mm USD forks with 5-stage preload, rear shock mounted on the **brand new frame of tubular and pressed steel**, pro-link swingarm
- **Advanced braking: First-in-Class** to come loaded with **IMU based 2-channel ABS** for finely balanced front-to-rear operation and incredible feel in all conditions
- **Premium features:** Full LED lights including indicators with **Thinnest ever taillight mounted on a Honda motorcycle**, LCD instrument display and rubber-mounted steel handlebar
- **The third Make in India big bike** from Honda's CKD platform already booked for over 3 months!

New Delhi, February 8, 2019: Delighting young explorers who seek fun in their daily ride, Honda Motorcycle & Scooter India Pvt. Ltd. today made its **much awaited entry into the growing middle-weight motorcycle segment with launch of CB300R**—its second Neo Sports Café offering in India.

The **Neo Sports Café** family is Honda's ultra-modern minimalistic take on the timeless roadster design. CB300R is inspired from its powerful sibling CB 1000R Neo Sports Café which was originally showcased at the Tokyo Motor Show 2017.

Developed as the ultimate Sports Roadster to **Transform mere travel into a playful ride**, CB300R is pure fun to ride and absolute joy to own.

The essence of NEO SPORTS CAFÉ family	
NEO	Ultra-modern with cutting edge technology features &
SPORTS	Distinctive CB sports lineage Distilled performance yet easy to ride
CAFÉ	Inspired from the café racers of early 1960s for quick & raw yet radical attitude.

Elaborating on CB300R and Honda's plans in premium fun biking segment, **Mr. Minoru Kato, President and CEO, Honda Motorcycle & Scooter India Pvt. Ltd.** said, *"In 2018, Honda made a commitment of unleashing excitement in a new category. Now, we fulfil our commitment yet again with this iconic offering*

in the middle-weight segment of Neo Sports Café family. With a legacy spanning 4 continents, CB300R is the great introduction for new riders to brand Honda's engineering prowess, design philosophy and high build quality."

Delighted on the positive response for CB300R -Honda's third 'Make in India' model under CKD line-up, **Mr. Yadvinder Singh Guleria, Senior Vice President -Sales and Marketing, Honda Motorcycle and Scooter India Pvt.Ltd.** said

*"The all new Neo Sports Café inspired CB300R is a breakthrough modern take on the classic roadster design. With **strategic pricing of Rs. 2.41 lac** (ex-showroom, pan India), Honda has put the **spotlight on the growing middleweight category** and motor enthusiasts across India have responded. In just 25 days since start of bookings, CB300R is **already booked for over 3 months** based on our current production plan. Introduction of CB300R **will debut the new premium Silver Wing-mark in India.**"*

Bare-Boned attitude that is the starting point

Style is **deliberate reductions when it comes to CB300R**. The styling 'language' is modern and minimalist, mixing café racer inspirations with a super-compact 'trapezoid' form.

It is the combined effect of the impressive design features that make the CB300R so complete and unique. The **blacked-out hardware** -the engine and casings announce its aggressive character. Adding a sharp contrast to this are the brushed aluminum radiator shroud, premium finish parts of steel tabular frame and contrasting black with chrome underslung dual chamber exhaust that sweeps up on the rear.

Get ready to outshine others as **all lights including indicators on CB300R are LED**. The round metal rim headlight with its built-in horseshoe come armed with the signature two-bar light feature while the taillight is the thinnest ever to be mounted on a Honda motorcycle. The thin lightweight & **fully digitalized LCD meter display** provides speed, engine rpm, fuel level and gear position simply with warning lights arrayed across the top.

Fun ride that packs a punch

The free revving 286cc DOHC 4-valve liquid cooled single cylinder engine with PGM-FI technology pulls smoothly in town and delivers a strong performance on highway too. The 2-room structure in engine's interior increases acceleration efficiency while producing a **powerful & aggressive engine sound**.

The combination of torque output and lightest weight in 300cc segment allows CB300R to gain the **BEST IN CLASS Torque-to-Weight ratio**.

The front 37.6 cm³ hub less floating disc and 30.0 cm³ rear floating disc are modulated by **2 channel ABS which works on FIRST IN CLASS Inertial Measurement Unit (IMU)**. The IMU action gives the uniform front to rear distribution of ABS operation and maintains stability of vehicle even during sudden brake application.

Nimble and premium handling

Being a part of 'sport naked' family, CB300R surrenders to rider's control by centralizing the heavy parts near the center of gravity. All of this offers a tuned rigidity balance ensuring **outstanding feedback while riding**.

Tipping the scales at just 147kg, CB300R is the **LIGHTEST MOTORCYCLE IN ITS CATEGORY!** This dark beast takes styling cues from its elder sibling the CB1000R with the promise of smooth handling. **The brand new frame** mixes pressed & tabular steel and is anchored by pressed steel swingarm pivot plates and swingarm deliver **agile handling with stability**. Complimenting this are the 41mm USD front forks.

Making CB300R **perfect for Indian roads** are the fat bar-style handlebars with 40° radius, 2.3m turning radius, single rear shock with 5-step spring preload adjustment and compact 1344mm wheelbase.

Friendly for the first timers.

To reduce maintenance costs – an important factor for younger riders – the engine is also designed with the minimum number of moving parts. Details like the low-friction piston rings, high-density core radiator and iridium spark plug help increase fuel efficiency.

The all-new CB300R comes in two rich colours - **Matte Axis Gray Metallic & Candy Chromosphere Red.**

Representing good value for money that exceeds customer-s expectation, CB300R is priced aggressively starting Rs 2.41 lacs (Ex-showroom, pan India). Bookings are open at the exclusive Wing World dealerships across India for Rs 5,000 only with deliveries slated from March 2019 onwards.

For more details, please visit www.honda2wheelersindia.com.

Honda Wing World Dealers across India

S.N	State / UT	City	Dealership
1	Tamil Nadu	Coimbatore	Suryabala Motors
2		Chennai	SVM Motors
3	Kerala	Cochin	EVM Automobiles
4	Telangana	Hyderabad	JSP Automotive
5	Karnataka	Bangalore	Silicon Motors
6	Maharashtra	Mumbai	Hem Agencies
7		Pune	Pashankar Auto Pvt. Ltd.
8		Kolhapur	Dreams Mobility LLP
9		Nagpur	Sudarshan Motors
10	Gujarat	Ahmedabad	Punjab Automobiles
11		Surat	Navjivan Automobiles
12		Rajkot	Punjab Automobiles
13	Chandigarh	Chandigarh	Krishna Auto Sales
14	Delhi NCR	Delhi	Dhingra Automobiles
15	Rajasthan	Jaipur	Advent Automobiles Pvt. Ltd.
16	Punjab	Jalandhar	Cargo Motors Punjab Pvt Ltd
17	Madhya Pradesh	Indore	Kasliwal Automobiles Pvt. Ltd.
18	Uttar Pradesh	Lucknow	Envision Motors
19	Uttarakhand	Dehradun	Ess EII Motors
20	Odisha	Bhubaneswar	PGL Ramji Motors Pvt. Ltd.
21	West Bengal	Kolkata	Dugar Automotives Pvt. Ltd.
22	Assam	Guwahati	Bimal Motors Pvt. Ltd.